AGENDA

ADVERTISING AND PROMOTION COMMISSION

September 12, 2011 2:00 p.m. Fayetteville Town Center

- I. Call to Order Maudie Schmitt
- II. Reports
 - A. Approval of Minutes for August 8, 2011 regular monthly meeting
 - B. Financial Report
 - 1. HMR Revenues Marilyn Heifner
 - 2. Financial Statements Keith Glass
 - 3. Update from City Attorney re: delinquent tax collection efforts Kit Williams
 - C. Clinton House Museum Report -
 - D. Visitor Bureau Report Shelly Walters
 - E. Town Center Report Sandra Bennett
 - F. Executive Director Report Marilyn Heifner
 - G. Advertising Agency Report Mike Sells
- III. Old Business
- IV. New Business
 - A.AMP proposal from Walton Arts Center
- V. Adjourn

ADVERTISING AND PROMOTION COMMISSION REGULAR MEETING August 8, 2011

Commissioners Present: Brandon Karn, Bill Lyle, Lioneld Jordan, and Justin Tennant.

Commissioners Absent: Bob Davis, Hannah Mills, and Maudie Schmitt

Staff Present: Marilyn Heifner, Sandra Bennett, Shelly Walters

CALL TO ORDER

Lioneld Jordan called the regular monthly meeting of the Fayetteville Advertising and Promotion Commission to order on August 8, 2011, at the Fayetteville Town Center at 2:15 p.m.

MINUTES

Moved by Tennant, second by Lyle to approve the minutes of the July meeting. Motion carried.

FINANCIAL REPORT

HMR Revenue – Collections for the month of July were \$205,438, a 4.60% increase. Year to date increase is 4.62%, with a total of \$1,293.939.

Financials – Keith Glass reviewed June financials. All expenses are in line with budgets. Tennant moved to accept financials, second by Karn. Motion carried.

Update from the City Attorney – Kit Williams was not present. Marilyn reviewed the report in the A & P packet.

CLINTON HOUSE MUSEUM

The Clinton House Museum was the site of the press conference unveiling the new Fayetteville Guide. A total of 303 people visited the house. Upcoming events include Bill's 65th birthday party and the Civil War Arkansas 1861-1865 exhibit. A printed Museum Walking Tour has been developed. The tour can be translated into different languages for visitors.

CONVENTION VISITORS BUREAU

Sales at the Visitor Center were up 62.3% for the month. Visitors increased 4.57%.

Definite bookings for the month include the Boone County Master Gardeners, Labette Bank Golden Adventure Club, UA Volleyball Arkansas Invitational, Junquers Travel, A Men's Expo, All Star Week, and Coaches Clinic. Total economic impact of those events is \$1,373,274.00. Lost business included the NCAA Outdoor Regionals because of a conflict with dates and Rural Electric Cooperative Association because it was too large for us to handle.

TOWN CENTER

Remodeling is complete except for lobby lights, which were damaged in shipment. The staff continues to work to recover from January and February sales slump. They have collected 53% of their annual sales goal.

EXECUTIVE DIRECTOR REPORT

Marilyn reviewed the calendar for August, September and October. Because of the number of events, it looks like it's going to be a busy fall. That will translate into good HMR collections.

ADVERTISING AGENCY

Drew Finkbiner reviewed snapshots of traffic on our websites. The agency will begin working on 2013 plans in September.

OLD BUSINESS

None

NEW BUSINESS

None

There being no further business, the meeting was adjourned.

Respectfully submitted,

Marilyn Heifner Executive Director

Advertising and Promotion Commission For month of August 2011

Current Year HMR Collected (2120.0912.4101.00) Prior Year Collected (2120.0912.4101.01) First Security Investment Interest Revenue (2120.0912.4708.00)	\$ \$ \$	188,592.60 98.00 1,050.16
Total Revenues	\$	189,740.76
Annual Bond Audit Expense (2120.9120.7602.60) Collection Expense (2120.9120.5333.00) Bank of OK Quarterly Fee (2120.9120.5712.00) Town Center Bond Payment (2120.9120.5712.00) 2008 Property Taxes on Town Center (2120.9120.7602.60)	\$ \$ \$	(600.00) (3,773.81) (1,125.00) (56,304.00)
Total Expenses	\$	(61,802.81)
Total Check to A&P	\$	127,937.95

[~] This report represents HMR collections through the end of the month. These figures may include past due amounts.

City of Fayetteville, Arkansas Monthly HMR Tax Collections 2008-2011

	2008 Total HMR Taxes	2009 Total HMR Taxes	2009 Change Over Prior Year	2010 Total HMR Taxes	2010 Change Over Prior Year	2011 Total HMR Taxes	2011 Change Over Prior Year
January	\$174,005	\$166,214	-4.48%	\$166,645	0.00%	\$179,546	7.74%
February	\$158,693	\$167,141	5.32%	\$143,940	-13.88%	\$158,037	9.80%
March	\$172,804	\$180,027	4.18%	\$172,662	-4.09%	\$169,093	-2.06%
April	\$183,672	\$191,542	4.28%	\$187,730	-2.00%	\$187,976	0.00%
May	\$175,064	\$190,320	8.71%	\$185,096	-2.74%	\$188,149	1.65%
June	\$194,447	\$190,237	-2.17%	\$184,371	-3.08%	\$205,700	11.57%
July	\$188,253	\$180,944	-3.88%	\$196,323	0.08%	\$205,438	4.60%
August	\$174,648	\$167,897	-3.87%	\$180,741 \$1,417,509	7.65%	\$189,839	5.03%
September	\$190,244	\$176,463	-7.24%	\$184,471	4.54%		
October	\$187,125	\$189,728	1.39%	\$195,169	2.87%		
November	\$197,814	\$190,887	-3.50%	\$213,494	11.84%		
December	\$174,682	\$174,568	0.00%	\$171,511	-0.18%		
Total \$	\$2,171,451	\$2,165,969	0.00%	\$3,599,664	0.75%	\$1,483,777	4.67%



Keith M. Glass, CPA

2580 N. College Fayetteville, AR 72703 (479) 571-0811 (479) 571-0812 fax

Accountant's Compilation Report

503 Pitman P.O. Box 268 Prairie Grove 72753 (479) 846-3424 fax (479) 846-4314

To Commission Members,

I have compiled the accompanying statements of assets, liabilities, and capital arising from transactions of Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum as of July 31, 2011 and the related statements of revenue and expenses for the period then ended, and seven months then ended and the period then ended last year, and seven months then ended last year, and the related Statement of budget, revenue and expenses for the month then ended. I have not audited or reviewed the accompanying financial statements and, accordingly, do not express an opinion or provide assurance about whether the financial statements are in accordance with the modified accrual basis of accounting. The financial statements have been prepared on the modified cash basis, which is a comprehensive basis of accounting other than generally accepted accounting principles.

Management (Owners) is(are) responsible for the presentation and fair presentation of the financial statements in accordance with the modified cash basis of accounting and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

My responsibility is to conduct the compilation in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. The objective of a compilation is to assist management in presenting financial information in the form of financial statements without undertaking to obtain or provide any assurance that there are no material modifications that should be made to the financial statements.

Management has elected to omit substantially all of the disclosures ordinarily included in financial statements arising from modified cash basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the Company's asset, liabilities, equity, revenue, and expenses. Accordingly, these financial statements are not designed for those who are not informed about such matters.

I am not independent with respect to Fayetteville Advertising and Promotion Commission, The Fayetteville Town Center, The Convention and Visitors Bureau, and The Clinton House Museum.

9- 7-// Date

Fayetteville A&P Commission Statement of Assets, Liabilities & Equity - Modified Cash Basis July 31, 2011

ASSETS

	ASS	ETS
Current Assets		
CVB Cash in Register	ф	
CHM Cash in Register	\$	100.00
Arvest A&P General #4856	1.5	100.00
1st Security A&P General #8714		5,117.48
1st Sec Fay Town Ctr #8722		5,239.59
1st Sec. Clinton House #8749		7,920.25
1st Sec. Conv Visitor #8730		9,741,21
Arvest Payroll Account #4636		,829.56 ,018.31
Accounts Receivable	۷۱	18.48
Due From Other Funds	12	,753.59
Investments		,328.99
Investment Adj to Market		,057.07
Total Current Assets		2,667,224.53
Droporty and Carrier		2,007,224.55
Property and Equipment Furniture and Fixtures		
Equipment		,952.36
Leasehold Improvements		689.91
CVB Building		,775.99
CVB Land		569.02
Building Additions		621.00
Accum. Depreciation		677.24
. rotain. Depreciation	(339,	396.50)
Total Property and Equipment		1,375,889.02
Other Assets		
		444
Total Other Assets	· -	0.00
	· -	
Total Other Assets Total Assets	· -	
	· - <u></u>	
	LIABILITIES AN	\$ 4,043,113.55
Total Assets	LIABILITIES AN	\$ 4,043,113.55
Total Assets Current Liabilities	LIABILITIES AN	\$ 4,043,113.55
Total Assets Current Liabilities Aflac		\$ 4,043,113.55 D CAPITAL
Total Assets Current Liabilities Aflac Colonial Life & Acc Ins Payabl	\$ 1	\$ 4,043,113.55
Total Assets Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable	\$ I	\$ 4,043,113.55 D CAPITAL
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable	\$ I 4 17,2	\$ 4,043,113.55 D CAPITAL 88.46 22.18
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable	\$ I 4 17,2 7	\$ 4,043,113.55 D CAPITAL 88.46 922.18 27.76
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable	\$ 1 4 17,2 7 2,1 (1,1	\$ 4,043,113.55 D CAPITAL 88.46 922.18 27.76 32.93 96.74 92.82)
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable	\$ I 4 17,2 7 2,1 (1,1 4,7	\$ 4,043,113.55 D CAPITAL 88.46 922.18 27.76 32.93 96.74 92.82) 09.52
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds	\$ I 4 17,2 7 2,1 (1,1 4,7	\$ 4,043,113.55 D CAPITAL 88.46 922.18 27.76 32.93 96.74 92.82)
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 922.18 27.76 32.93 96.74 92.82) 09.52
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 22.18 27.76 32.93 96.74 92.82) 09.52 08.76 42.40
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 122.18 27.76 32.93 96.74 92.82) 09.52 08.76
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 (22.18 (27.76 (32.93 (96.74 (92.82) (09.52 (08.76 (42.40 32,535.93
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities Long-Term Liabilities Total Long-Term Liabilities	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 22.18 27.76 32.93 96.74 92.82) 09.52 08.76 42.40
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities Long-Term Liabilities	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 (22.18 (27.76 (32.93 (96.74 (92.82) (09.52 (08.76 (42.40 32,535.93
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities Long-Term Liabilities Total Long-Term Liabilities	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 (22.18 (27.76 (32.93 (96.74 (92.82) (09.52 (08.76 (42.40 (32.535.93 (0.00)
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities Long-Term Liabilities Total Liabilities Capital	\$ 1 17,2 7 2,1 (1,1 4,7 4,1 4,1	\$ 4,043,113.55 D CAPITAL 88.46 (22.18 (27.76 (32.93 (96.74 (92.82) (09.52 (08.76 (42.40 (32,535.93 (0.00 (32,535.93)
Current Liabilities Aflac Colonial Life & Acc Ins Payabl Federal Payroll Taxes Payable FUTA Tax Payable State Payroll Taxes Payable SUTA Payable Employee Benefits Payable Due to Other Funds Due to Town Center Total Current Liabilities Long-Term Liabilities Total Long-Term Liabilities	\$ 1 4 17,2 7 2,1 (1,1 4,7 4,1	\$ 4,043,113.55 D CAPITAL 88.46 (22.18 (27.76 (32.93 (96.74 (92.82) (09.52 (08.76 (42.40 (32,535.93 (0.00 (32,535.93) (0.00 (32,535.93) (0.00

See Accountants' Compilation Report

Fayetteville A&P Commission Statement of Assets, Liabilities & Equity - Modified Cash Basis

July 31, 2011

Restricted Fund-540 Film Grant 221.53Retained Earnings 225.00 Net Income (151,368.98)

Total Capital 4,010,577.62

Total Liabilities & Capital 4,043,113.55

Fayetteville A&P Commission Statements of Revenue & Expenses - Modified Cash Basis For the Month and Seven Months Ending July 31, 2011

		Current Month			Year to Date	
Revenues		Carrent Monar			t ear to Date	
HMR Tax Revenue	\$	205,201.63	81.62	\$	1,281,278.87	73.56
Prior Year HMR Tax Revenue		236.18	0.09	•	12,659.51	0.73
Rental Income		33,860.12	13.47		227,864.27	13.08
Other Income		0.00	0.00		9,880.00	0.57
Parking Revenue		367.00	0.15		3,171.00	0.18
Parking Lease		2,638.51	1.05		8,180.86	0.47
Gift Shop Sales		284.98	0.11		2,442.16	0.14
Visitor Store		5,870.19	2.33		29,766.68	1.71
Partnership Income		0.00	0.00		4,400.00	0.25
Admission Revenue		829.00	0.33		3,552.54	0.20
Special Projects Interest Income Investments		725.00	0.29		7,680.00	0.44
Interest Income Checking		1,050.16	0.42		8,266.31	0.47
Visitor Guide Ad Income		342.26	0.14		3,056.22	0.18
Hospitality Summit		0.00	0.00		12,075.00	0.69
Fee Refunds		0.00	0.00		180.00	0.01
Transfer In		0.00	0.00		(2,525.00)	(0.14)
			0.00	_	130,000.00	7.46
Total Revenues		251,405.03	100.00		1,741,928.42	100.00
Cost of Sales						
Clinton House Gift Shop		0.00				
Chinon Flouse Offt Shop		0.00	0.00		3,161.41	0.18
Total Cost of Sales		0.00	0.00		3,161.41	0.18
Gross Profit		251,405.03	100.00		1,738,767.01	99.82
Expenses						
Signage- Tourism		109.25	0.04		. 	
Credit Card Discounts		455.19	0.04		6,779.04	0.39
Bank Charges		0.00	0.18 0.00		3,416.92	0.20
Parking Expense		0.00	0.00		374.01	0.02
Advertising & Marketing		1,246.42	0.50		665.00	0.04
Brochures		0.00	0.00		295,804.52 69,889.41	16.98
Accounting & Legal Fees		590.00	0.23		4,570.00	4.01 0.26
Office Expense		689.54	0.27		8,630.39	0.20
Visitor Store Exp		521.65	0.21		19,559.05	1.12
Insurance & Health Benefits		4,672.01	1.86		31,180.89	1.79
408 (P) Company Match		1,382.02	0.55		6,237.04	0.36
Car Allowance		450.00	0.18		2,100.00	0.12
Telephone Expense		926.11	0.37		5,442.55	0.31
Postage and Shipping Expense		1,000.00	0.40		8,227.07	0.47
Tracking Software Material & Supplies		0.00	0.00		1,695.00	0.10
Rent		0.00	0.00		563.76	0.03
Maintenance/Lawn		0.00	0.00		12,000.00	0.69
Repairs & Maintenance Expense		75.00	0.03		200.00	10.0
Kamensky Fountain Maintenance		7,113.17 357.41	2.83		90,507.56	5.20
Linens		2,493.21	0.14 0.99		3,991.81	0.23
Publications & Dues		215.00	0.99		12,332.57	0.71
Travel/Training Expense		150.00	0.09		3,270.00	0.19
Taxes & Licenses		0.00	0.00		19,477.50	1.12
Collections Expense		4,108.76	1.63		3,967.23	0.23
Payroll Tax Expense		4,251.83	1.69		25,878.77 24,189.72	1.49
Convention Development		92.86	0.04		25,005.27	1.39
Research Expense		0.00	0.00		475.00	1.44 0.03
Contract Labor		4,347.50	1.73		30,884.49	1.77
Wages Expense		51,695.28	20.56		243,888.28	14.00
	0	ee Accountantal	Na	- D		

See Accountants' Compilation Report

Fayetteville A&P Commission Statements of Revenue & Expenses - Modified Cash Basis For the Month and Seven Months Ending July 31, 2011

Electricity Utility		Current Month		Year to Date	
Gas Utility		146.23	0.06	29,889.85	1 70
Water Utility		203.38	0.08	8,974.00	1.72
Cable		197,93	0.08	4,769.96	0.52
Recycling		530.65	0.21	3,580.90	0.27
• •		171.89	0.07	1,100.99	0.21
Security		21.85	0.01	2,309.17	0.06
Airport Advertising		0.00	0.00	1,485.00	0.13
Minor Equipment		0.00	0.00	1,463,00	0.09
Minor Equipment Capitalized		(707.00)	(0.28)		0.90
Airport Info Booth		0.00	0.00	111,829.30	6.42
All Star Games		1,058.00	0.42	1,200.00	0.07
Saturday of Champions		0.00	0.00	48,308.00	2.77
DECA		0.00	0.00	6,198.50	0.36
Square Gardens		0.00	0.00	1,827.75	0.10
Dickson St Special Project		0.00	0.00	281.65	0.02
Town Center Garden Maint		69.04		900.00	0.05
Joe Martin		0.00	0.03	69.04	0.00
Bikes, Blues, & Hot Rods		0.00	0.00	2,500.00	0.14
LOTO Special Project			0.00	445.00	0.03
Arts Live Theatre		15,000.00	5.97	23,508.90	1.35
Misc Special Project		0.00	0.00	1,000.00	0.06
Bond Payments-Town Center		4,581.09	1.82	136,674.18	7.85
Trustee Expense		56,304.00	22.40	394,128.00	22.63
Transfer OUt		0.00	0.00	2,250.00	0.13
		0.00	0.00	130,000.00	7.46
Total Expenses	_	164,519.27	65.44	1,890,135.99	108.51
Net Income	\$	86,885.76	34.56 \$	(151,368.98)	(8.69)
			-	= =	

Fayetteville A&P Commission Statement of Revenue & Expenses - Modified Cash Basis For the Seven Months Ending July 31, 2011

	Current Month		Current Month	Year to Date	V	ear to Date
Revenues	This Year		Last Year	This Year	1'	Last Year
HMR Tax Revenue						zust i cai
Prior Year HMR Tax Revenue	\$ 205,201.63	\$		\$ 1,281,278.87	1.2	18,455.04
Rental Income	236.18		179.00	12,659.51		17,692.27
Other Income	33,860.12		38,087.15	227,864.27		32,126.91
	0.00		320.00	9,880.00		21,713.20
Parking Revenue	367.00		387.00	3,171.00	•	4,019.00
Parking Lease	2,638.51		0.00	8,180.86		9,528.22
Gift Shop Sales	284.98		207.08	2,442.16		2,309.56
Visitor Store	5,870.19		3,397.59	29,766.68		11,755.19
Partnership Income	0.00		0.00	4,400.00		4,600.00
Admission Revenue	829.00		466.00	3,552.54		3,356.38
Special Projects	725.00		0.00	7,680.00		2,340.00
Interest Income Investments	1,050.16		2,792.02	8,266.31	_	20,708.92
Interest Income Checking	342.26		250,40	3,056.22	2	
Visitor Guide Ad Income	0.00		500.00	12,075.00		1,433.09
Hospitality Summit	0.00		0.00	180.00		9,750.00
Fee Refunds	0.00		0.00	(2,525.00)		2,040.00
Transfer In	0.00		0.00	130,000.00	2.1	0.00
T () D	 	**			31	0,000.00
Total Revenues			242,730.59	1,741,928.42	1,87	1,827.78
Cost of Sales						
Clinton House Gift Shop	0.00		612.40	3,161.41		1,990.99
Total Cost of Sales	0.00		612.40	 ·····		
Gross Profit				 _ 3,161.41	4	1,990.99
S. S.S. TOIL	251,405.03	-	242,118.19	 1,738,767.01	1,86	9,836.79
Expenses						
540 Film Fest Grant Restr	0.00		_			
Signage- Tourism	0.00		0.00	0.00		(271.05)
Credit Card Discounts	109.25		734.25	6,779.04		7,428.91
Bank Charges	455.19		214.67	3,416.92	2	2,273.51
Parking Expense	0.00		0.00	374.01		18.94
Advertising & Marketing	0.00		100.00	665.00		700.00
Brochures	1,246.42		22,981.44	295,804.52	168	3,678.10
Accounting & Legal Fees	0.00		12,037.54	69,889.41		,431.69
Office Expense	590.00		665.00	4,570.00		,405.00
Visitor Store Exp	689.54		536.44	8,630.39		3,127.53
Insurance & Health Benefits	521.65		1,655.36	19,559.05		,148.36
408 (P) Company Match	4,672.01		3,451.86	31,180.89		,947.66
Car Allowance	1,382.02		1,534.38	6,237.04		,079.61
Telephone Expense	450.00		450.00	2,100.00		,100.00
Postage and Shipping Expense	926,11		1,360.65	5,442.55		,193.95
Tracking Software	1,000.00		1,565.99	8,227.07		,913.38
	0.00		0.00	1,695.00		,695.00
Material & Supplies Rent	0.00		0.00	563.76	•	0.00
	0.00		0.00	12,000.00	12	,000.00
Maintenance/Lawn	75.00		90.00	200.00	12	300.00
Repairs & Maintenance Expense	7,113.17		9,738.80	90,507.56	57	611.47
Kamensky Fountain Maintenance	357.41		239.91	3,991.81		400.00
Linens	2,493.21		2,211.66	12,332.57		689.22
Publications & Dues	215.00		315.00	3,270.00		
Travel/Training Expense	150.00		3,090.36	19,477.50		505.95 030.76
Taxes & Licenses	0.00		0.00	3,967.23		030.76
Collections Expense	4,108.76		3,926.47	25,878.77		712.24
Payroll Tax Expense	4,251.83		4,727.44	24,189.72		722.95
Convention Development	92.86		1,509.08	25,005.27		050.08 409.61
	See Accountantal C		Mark n	,~~/	13,	10,501

See Accountants' Compilation Report

Fayetteville A&P Commission Statement of Revenue & Expenses - Modified Cash Basis For the Seven Months Ending July 31, 2011

	Current Month	Current Month	Year to Date	Year to Date
D 1 D	This Year	Last Year	This Year	Last Year
Research Expense	0.00	0.00	475.00	0.00
Contract Labor	4,347.50	4,370.00	30,884.49	26,880.80
Commissions	0.00	0.00	0.00	11,586.70
Wages Expense	51,695.28	61,081.44	243,888.28	259,351.11
Electricity Utility	146.23	6,603.87	29,889.85	24,781.28
Gas Utility	203.38	25.03	8,974.00	8,692,29
Water Utility	197.93	802.90	4,769.96	4,091.29
Cable	530.65	89.40	3,580.90	625.74
Recycling	171.89	165.28	1,100.99	1,156.96
Security	21.85	1,388.65	2,309.17	3,547.16
Airport Advertising	0.00	0.00	1,485.00	2,970.00
Minor Equipment	0.00	0.00	15,702.95	30,391.13
Minor Equipment Capitalized	(707.00)	0.00	111,829.30	0.00
Airport Info Booth	0.00	1,200.00	1,200.00	3,600.00
Coaches Clinic	0.00	0.00	0.00	17,250.00
All Star Games	1,058.00	0.00	48,308.00	30,000.00
Saturday of Champions	0.00	0.00	6,198.50	2,500.00
7A State Track	0.00	0.00	0.00	
DECA	0.00	0.00	1,827.75	1,500.00
Walton Arts Special Project	0.00	495.18	0.00	1,350.00
Solar Splash Specail Project	0.00	0.00	0.00	30,495.18
Square Gardens	0.00	0.00	281.65	5,000.00
Dickson St Special Project	0.00	0.00		0.00
Town Center Garden Maint	69.04	0.00	900.00	2,288.00
AR Air Museum	0.00	0.00	69.04	2,868.96
Theatre Squad	0.00	0.00	0.00	5,300.00
Joe Martin	0.00	0.00	0.00	19,871.86
Ozark Military Special Proj	0.00	150.00	2,500.00	0.00
Bikes, Babes, & Bling	0.00	2,897.52	0.00	150.00
Bikes, Blues, & Hot Rods	0.00	0.00	0.00	18,796.38
National School Boards	0.00		445.00	8,489.17
NCAA Baseball Regional	0.00	0.00	0.00	2,257.26
NCAA Track Indoor	0.00	0.00	0.00	10,000.00
SEC Softball Chamionship	0.00	0.00	0.00	10,500.00
Premier Baseball	0.00	0.00	0.00	2,000.00
LOTO Special Project	15,000.00	4,450.00	0.00	4,450.00
Arts Live Theatre	0.00	0.00	23,508.90	0.00
Misc Special Project		0.00	1,000.00	0.00
Bond Payments-Town Center	4,581.09 56,304.00	6,196.98	136,674.18	34,478.14
Trustee Expense		55,949.41	394,128.00	391,645.87
Transfer OUt	0.00	0.00	2,250.00	2,250.00
			130,000.00	310,000.00
Total Expenses	164,519.27	219,001.96	1,890,135.99	1,821,418.15
Net Income \$	86,885.76 \$	23,116.23 \$	(151,368.98) \$	48,418.64

Clinton House Museum Stmnt of Budget, Revenue and Expenses - Modified Cash Basis Month End July 31, 2011

Revenue	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
Transfer from A&P	72,071.00	72,071.00	30,235.00	44 020 00			
Admission	6,000.00	3,500.00	3,660.86	41,836.00 2,339.14	500.00		60,000.00
Special Events	,	-	3,000.00	2,339.14	500.00	829.00	3,356.38
Gift Shop Sales	5,000.00	2,912.00	2,619.47	2,380.53	416.00	204.00	0.000.50
Interest	144.00	84.00	90.41	53.59	12.00	284.98 20.62	2,309.56
Other Income			960.00	(960.00)	12,00	20.02	89.26
Total	83,215.00	78,567.00	37,565.74	(000.00)	928.00	1,134.60	65,755.20
						1,104.00	05,755.20
Expenses	05.007.00						
Salary+Benefits Payroll Tax Exp	35,865.00	19,775.00	19,789.98	16,075.02	2,825.00	4,402.50	19,066.52
Insurance-Health	2,870.00	1,582.00	1,640.59	1,229.41	226.00	295.47	1,690,87
401K Match	4,025.00	2,345.00	2,967.70	1,057.30	335.00	431.96	2,013.90
Rent	975.00	546.00	539.69	435.31	78.00	115.89	450.00
Utilities-\$3690	24,000.00	12,000.00	12,000.00	12,000.00			12,000.00
Water	4 000 00	-	-	-			
vvaler Gas	1,000.00	415.00	543.85	456.15	140.00	197.93	404.69
-	1,345.00	858.00	924.68	420.32	47.00	26.18	822.40
Electricity Tolonhoro Astrod	1,060.00	527.00	529.15	530.85	206.00	146.23	527.23
Telephone Actual	1,250.00	735.00	735.72	514.28	105.00	106.69	626.47
Materials & Supplies	1,100.00	600.00	1,565.96	(465.96)	100.00	140.38	594.32
Credit Card Discounts	750.00	425.00	445.00	305.00	60.00	92.61	293.50
Bank Charges		=	-	-			200,00
Security	275.00	154.00	131.10	143.90	22.00	21.85	152.95
Maintenance/Lawn	500.00	350.00	175.00	325.00	50.00	50.00	300.00
Repair/Maintenance	1,000.00	400.00	6,728.83	(5,728.83)		2,184.95	108.16
Sales Tax	500.00	270.00	795.39	(295.39)	45.00	_,	100.10
Special Projects	1,000.00	600.00	667.52	332.48	100.00		142.30
Publications/Dues	200.00	-	-	200.00		(100.00)	112.00
Travel/Training	500.00	500.00	562.30	(62.30)		(**************************************	194.99
Gift Shop Items Total	5,000.00	3,500.00	3,161.41	1,838.59	1,000.00		1,990.99
lulai	83,215.00	45,582.00	53,903.87		5,339.00	8,112.64	41,379.29

Convention Vistors Bureau Stmnt of Budge, Revenue and Expense - Modified Cash Basis Month End July 31, 2011

			ľ	Month End July 31, 2	2011		
Pausau	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
Revenue							
Transfer from A&P	313,431.24	250,000.00	100,000.00	213,431.24			250,000,00
Interest	600.00	350.00	195.54	404.46	50.00	50.39	250,000.00
Partnership Dues	6,000.00	4,400.00	4,400.00	1,600.00	1,600.00	50.55	369.8
Travel Hero	3,000.00	1,500.00	-	3,000.00	500.00		4,600.00
Vist. Ctr. Store	30,000.00	14,000.00	29,766.68	233.32	2,500.00	5,870,19	11 755 47
Special Projects		-	5,675.00	(5,675.00)	2,000.00	3,070.19	11,755.19
First Thursday	5,000.00	3,400.00	1,110.00	3,890.00	400.00	725.00	4 000 00
Dickson St	1,500.00	1,000.00	· -	1,500.00	400.00	725.00	1,980.00
Film Festival		-	-	-			
Premeir Baseball		-	-	_			
Other Income			3,350.00	(3,350.00)			
Total	359,531.24	274,650.00	144,497.22	(0,000.00)	5,050.00	6,645.58	2,395.00
Expenses					0,038.00	0,045.56	271,100.04
Salary+Benefits	183,608.00	101 500 00	400 000 - 4				
Payroll Tax Exp	14,688,00	101,500.00	100,828.71	82,779.29	14,500.00	21,293.25	119,124,77
Insurance-Health	25,362.00	8,568.00	8,793.82	5,894.18	1,224.00	1,799.35	10,375,89
401K Match	5,508.24	13,800.00	13,175.42	12,186.58	2,250.00	2,422.20	11,603.44
Telephone	5,000.00	3,213.00	2,631.81	2,876.43	459.00	545.42	2,669.39
Electricity		2,912.00	2,810.52	2,189.48	416.00	440.79	2,258.43
Water	4,620.00	2,385.00	1,762.60	2,857.40	205.00		2,400.80
Conv & Tourism Develop	650.00	385.00	325.06	324.94	55.00		288.80
Travel & Training	40,000.00	29,100.00	15,104.99	24,895.01	5,150.00	92.86	12,432,24
Publications/Dues	32,385.00	22,570.00	18,715.20	13,669.80	5,250.00	150.00	20,800.55
Repair/Maintenance	3,810.00	3,610.00	2,205.00	1,605.00	950.00		2,802.00
Office Supp/Printing	2,000.00	1,200.00	5,440.22	(3,440.22)		25.00	296.01
Fracking Sftware/Maint	12,000.00	7,000.00	2,864.03	9,135.97	1,000.00	20.00	4,369,24
Credit Card Discounts	2,000.00	2,000.00	1,695.00	305.00			1,695,00
Taxes & Licenses(ASCAF	1,000.00	600.00	1,236.29	(236.29)	100.00	209.70	455.20
/isitor Ctr Store Itms	300.00	300.00	405.34	(105.34)		200.70	202.68
	20,000.00	13,500.00	19,559.05	440.95	1,500.00	521.65	5,148.36
Education Reimbursement		-	=	-	1,000.00	021.00	3,140.30
Bank Charges		-	182.85	(182.85)			
Parking Expense	1,200.00	700.00	600.00	600.00	100.00		700.00
Advertising & Marketing		-	262.08	(262.08)			1,150.00
Special Project		-	10,322.81	(10,322.81)			
irst Thursday	3,900.00	2,200.00	-	3,900.00	400.00		4,269.93
Dickson St	1,500.00	1,000.00	-	1,500,00	100.00		
Minor Equipment		-	7,996.43	(7,996.43)			
Premier Baseball		-	-	(-,,-)			4.450.00
Sales Tax		-	-				4,450.00
Pepreciation Expense		-	-				
Research Exp		-	475.00				
otal	359,531.24	216,543.00	217,392.23				
		= 10,0 1 0.00	Z11,38Z.Z3		33,559.00	27,500.22	207,492.73

Fayetteville Town Center Stmnt of Budget, Revenue and Expense - Modified Cash Basis Month Ending July 31, 2011

			month Life	rg odly 01, 2011			
Revenue	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
Rental Incl Service							
Actual 11	201.200.22		-	-			
Interest - Checking	394,880.00	218,750.00	205,631.77	189,248.23	30,136.00	31,110.12	213,203,91
Parking Revenue	480.00	280.00	358.46	121.54	40.00	62.36	272.26
Daily	7.000.00		3,867.23	(3,867.23)		02.00	2.2.20
Leases	7,000.00	4,880.00	1,601.00	5,399.00	500.00	367.00	4,019.00
Sales Tax Exp	10,000.00	9,099.00	6,420.12	3,579.88	1,875.00	001.00	9,528.22
Special Projects	(3,500.00)	(1,635.00)	(377.50)	(3,122.50)	(333.00)		3,340.22
Misc Revenue	10,000.00	-	-	10,000.00	(/		12,453.25
Transfer		=	-	_			12,455.25
Total			-	=			
Total	418,860.00	231,374.00	217,501.08		32,218.00	31,539.48	239,476.64
Expenses							
Salary+Benefits	156,379.00	87,262.00	77,382.97	70.000.00			
Commissions	,	-	11,302.97	78,996.03	12,466.00	16,539.54	72,401.70
Contract Labor	1,500.00	875.00	10,734.49	(0.004.40)			11,586.70
Payroll Taxes	12,510.00	7,160.00	6,696.69	(9,234.49)	125.00	1,057.50	7,630.80
Credit Card Discounts	3,000.00	1,750.00	•	5,813.31	1,010.00	1,366.32	7,172.38
Insurance	19,827.60	11,210.00	1,735.63	1,264.37	250.00	152.88	1,524.81
408 Match	4,691.37	2,655.00	11,669.10	8,158.50	1,722.00	1,612.80	9,347.86
Utilities	1,001.51	2,000.00	1,671.17	3,020.20	407.00	420.71	1,713.41
Water	6,225.00	3,500.00	0.004.0=	-			
Phone	720.00	3,500.00 420.00	3,901.05	2,323.95	700.00		3,397.80
Electricity	64,741.00	420.00 35,354.00	1,896.31	(1,176.31)	60.00	378.63	5,309.05
Gas	11,969.00	8,936.00	27,540.36	37,200.64	5,258.00		30,873.31
Cable	5,400.00	3,150,00	8,071.17	3,897.83	60.00	177.20	7,869,89
Recycle Dumpster	1,980.00		3,580.90	1,819.10	450.00	530.65	625.74
Postage	500.00	1,155.00	1,101.29	878.71	165.00	171.89	495.84
Minor Equipment	500.00	300.00	109.99	390.01			476.28
Office Expense	6.000.00	2540.00	2,452.24	(2,452.24)		(707.00)	342.99
Linens	25,000.00	3,540.00	3,995.13	2,004.87	490.00	549.16	2,066.92
Outside Laundry	23,000.00	14,581.00	12,332.57	12,667.43	2,083.00	2,493.21	13,689.22
Repairs & Maintenand	60,750.00	20 500 00					,000.
Advertising & Promo	3,000.00	30,500.00	39,958.30	20,791.70	7,500.00	1,779,19	47,148.34
Travel/Training	3,000.00	3,000.00	926.64	2,073.36	1,250.00		1,676.14
Building Insurance	9,000.00	1,000.00	-	3,000.00			2,500.00
Taxes & Licenses	4,000.00	4 000 00		9,000.00			_,555.00
Special Projects	10,000.00	4,000.00	3,000.00	1,000.00	500.00		500.00
Misc		5,000.00	8,584.16	1,415.84		286.27	10,700,07
Bank Charges	3,667.03	2,667.03	65.00	3,602.03			
Security	5,000.00	-	-	-			
Depreciation Eps	5,000.00	2,500.00	2,156.22	2,843.78	400.00		3,394,21
p. coldion Epa		-	112,536.30				-1-V-1-1
		- -	-				
Total	418,860.00	230,515.03	342,097.68		34,896.00	26,808.95	040 445 -5
					J-1,030.00	20,008.95	242,443.46

Fayetteville A1 Commission Stmnt of Budget, Revenue and Expenses - Modified Cash Basis Month Ending July 31, 2011

			Worth Ending July	y 31, 2011			
Revenue	2011 Annual Budget	2011 Year To Date Accumulated Budget	2011 Year To Date Actual	2011 Year Balance	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual
HMR Tax Revenue	0.474.050.00	4 000					
Prior Year HMR Tax Rev	2,171,850.00	1,269,785.00	1,281,278.87	890,571.13	181,424.00	205,201.63	1,218,455.04
Interest		-	12,659.51	(12,659.51)		236.18	17,692.27
Visitor Guide ads	35,000.00	20,420.00	8,266.31	26,733.69	2,916.00	1,050.16	20,708.92
Misc Income	15,000.00	15,000.00	12,075.00	2,925.00		·	9,750.00
	17,000.00	17,000.00	6,683.51	10,316.49		2,638.51	7,143.51
Health Reimbursemen	4,893.41	2,848.59	-	4,893.41	407.00	,	.,
Rental Income		-	19,275.00	(19,275.00)		2,750.00	18,923.00
Interest Inc Checking	1,500.00	875.00	2,411.81	(911.81)	125.00	208.89	701.72
Total	2,245,243.41	1,325,928.59	1,342,650.01		184,872.00	212,085.37	1,293,374.46
					·		7,200,07 1.10
Expenses							
Unrealized Gain/Loss							
Town Center Fund	675,548.64	393,134.00	394,128.00	281,420.64	56,162.00	56,304.00	391,645.87
Bond Audit Exp	2,000.00	-	-	2,000.00		,	001,010.01
Bond Paying Agent Fe	6,000.00	4,500.00	2,250.00	3,750.00	1,500.00		2,250.00
Workman's Comp Ins	2,600.00	-	-	2,600.00	,		2,200.00
Collection Exp	43,437.00	25,393.00	25,878.77	17,558.23	3,628.00	4,108.76	24,722.95
Transfer to CVB	313,431.24	200,000.00	100,000.00	213,431.24	-,	1,100.70	250,000.00
Transfer to Clinton Hor	72,071.00	60,000.00	30,000.00	42,071.00			60,000.00
Peace Fountain Maint	10,000.00	5,831.00	1,205.64	8,794.36	833.00		00,000.00
Contract Labor		-	19,250.00	(19,250.00)	350.33	2,750.00	19,250.00
Salaries	81,653.00	47,628.00	46,666.62	34,986.38	6,804.00	9,999.99	48,758.12
Payroll Tax Exp	7,348.77	4,284.00	7,058.62	290.15	612.00	790.69	3,810.94
Insurance-Health	10,953.51	6,160.00	3,369.17	7,584.34	880.00	205.05	(17.54)
401K Match	2,449.59	1,400.00	1,394.37	1,055.22	200.00	300.00	1,246.81
Car Allowance	3,600.00	2,100.00	2,100.00	1,500.00	300.00	450.00	
Advertising & Marketin	400,000.00	210,000.00	294,725.05	105,274.95	35,000.00	1,355.67	2,100.00
Airport Info Booth	5,200.00	3,600.00	1,200.00	4,000.00	33,000.00	1,300.07	173,176.60
Airport Advertising	6,000.00	3,000.00	1,485.00	4,515.00			3,600.00
Brochures	150,000.00	104,000.00	69,889.41	80,110.59	30,000.00		2,970.00
Website Update	5,000.00	5,000.00	,	5,000.00	30,000.00		100,431.69
Signage- Tourism	10,000.00	6,500.00	6,457.26	3,542.74	400.00		
Publication & Dues	2,045.00	1,225.00	1,065.00	980.00	200.00	245.00	4 504 05
		,	.,555.55	000.00	200.00	315.00	1,594.95

See Accountants' Compilation Letter

Fayetteville A2 Commission Stmnt of Budget, Revenue and Expenses - Modified Cash Basis Month Ending July 31, 2011

			3 · · · · ·					
Travel/Training	2011 Annual Budget 5,000.00	2011 Year To Date Accumulated 3,000.00	2011 Year To Date Actual 200.00	2011 Year Balance 4,800.00	July Monthly Budget	July Monthly Actual	2010 Year To Date Actual 2,535.22	
Recycling		-	-	-			661.12	
Office Sup & Printing	1,000.00	700.00	769.03	230.97	100.00		1,330.58	
Postage	20,000.00	10,500.00	8,117.08	11,882.92	1,500.00	1,000.00	12,426.40	
Professional Services	7,500.00	4,375.00	4,570.00	2,930.00	625.00	590.00	4,405.00	
Straegic Planning		=	385.35	(385.35)	020.00	000.00	T, TOO. 00	
Audit Expense	2,000.00	-	-	2,000.00				
Town Center Garden N	10,000.00	-	-	10,000.00				
Square Gardens		-	_	-				
Special Projects	239,176.00	239,176.00	202,812.77	36,363.23		20,710.23	494 262 00	
Air Museum		, <u>-</u>		-		20,7 10.23	184,362.89	
AR H.S. Coaches Clinic		_		_				
Arts Live		_		_				
Bikes, Babes, & Bling		_		_				
Bikes, Blues, & Hot Rods	ı	_		-				
Committee for Mardi Gra		_		-				
DECA Marketing Fash. S	how	_		-				
H.S. Allstar Games		_		-				
NWA Coaches Clinic		_		-				
Saturday of Champions		_		-				
State Soccer Finals		_		-				
7A State Track Meet		-		-				
Baseball & Softball Week	end			-				
Dickson St Music	Ona	-		-				
Duathlon		-		=				
4 State Volleyball Classic		-		=				
Iron Pig Festival		-		-				
Joe Martin Stage Race		-		-				
Natl School Boards		-		-				
Ozark Valley Triathlon		-		-				
Fayettville Night Jam		-		-				
Ozark Millitary Museum		-		-				
Solar Splash		-		-				
TheatreSquared		-		=				
Tri Sports Kid's & Family 1	Friathlan	-		-				
THE OPERIOR NO SET ATTIMY	Haulion	-		-				

Fayetteville A3 Commission Stmnt of Budget, Revenue and Expenses - Modified Cash Basis Month Ending July 31, 2011

	2011 Annual Budget	2011 Year To Date Accumulated	2011 Year To Date Actual	2011 Year Balance	July Monthly	July Monthly	2010 Year To Date
NCAA Baseball Regiona		-	Actual	Dalance	Budget	Actual	Actual
NCAA Track Indoor		_		-			
SEC Tennis Tournament	<u> </u>	-		-			
SEC Men's & Women's I	ndoor	-		-			
SEC Softball Champions		-		-			
Walton Arts Center	'	-		-			
Misc Expense		_	57.74	- (57.74)			
Repair & Maintenance	75,000.00	30,000.00	41,304.66	33,695.34	4.000.00	2.040.07	0.000 44
Minor Equip	50,000.00	43,750.00	4,098.26	45,901.74	4,000.00	3,218.07	9,822.11
Depreciation Exp	20,000.00	11,655.00	-1,000.20	20,000.00	6,250.00 1,665.00		30,048.14
Bank Charges	,	, 0 0 0 . 0 0	191.16	(191.16)	1,005.00		40.04
Taxes & Licenses		_	101.10	(191,10)			18.94
Convention Development	t	-	9,514.93	_			077.07
·		-	-				977.37
Unallocated Revenue	6,229.66	6,229.66	-	6,229.66			
Total	2,245,243.41	1,433,140.66	1,280,143.89	<u> </u>	150,659.00	102,097.46	1,332,128.16



Departmental Correspondence



Kit Williams City Attorney

Jason B. Kelley Assistant City Attorney

Mayor Jordan TO:

A&P Commissioners

CC: Don Marr, Chief of Staff

Casey Jones, Prosecuting Attorney

FROM: Kit Williams, City Attorney

DATE: September 9, 2011

RE:

Overdue HMR collection efforts

The Fayetteville City Prosecutor's Office collected \$343.18 in August to bring its year-to-date total overdue HMR taxes collected to \$29,136.34. Two of the 16 cases were closed with full payment of the overdue HMR taxes.

CLINTON K. JONES CITY PROSECUTOR BRIAN THOMAS DEPUTY CITY PROSECUTOR



MANDY FINKLEA
OFFICE ADMINISTRATOR
E-mail: hotcheck@ci.fayetteville.ar.us
PHONE: (479) 575-8377

(479) 575-8378 Hot Checks: (479) 575-8254 FAX #: (479) 575-8373

MEMO

TO:

K. Williams

Fayetteville City Attorney

FROM:

Casey Jones

Fayetteville City Prosecutor

DATE:

September 1, 2011

RE:

Status of Active HMR cases

* When a Criminal Summons is issued for a violation and the Defendant subsequently pays the delinquent balance the Criminal Summons remains active and is then routinely dismissed by the Judge at arraignment if the Defendant is still current and not in violation.

1.	Acambaro Four Business Closed	Jesus Socarro	Delinquent Balance: \$1,468.04 Active Criminal Summons
2.	Boars Nest BBQ	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
3.	Brenda's Drive-In	Collin L. Wilkins	Delinquent Balance: -0- Active Criminal Summons
4.	Butcher Block Business Closed	Gary W. Bell	Delinquent Balance: \$1,871.28 Active Contempt of Court
5.	Chubber Sr's Chili Dog	John N. Martel	Delinquent Balance: -0- Case Closed
6.	Dominoes Pizza Business Closed	Lloyd W. Hardison	Delinquent Balance: \$4,390.66 FTA Warrant
7.	Habibi	Michael S. Gumm	Active Criminal Summons Delinquent Balance: No Forms
8.	Hog Heaven, Inc.	Cynthia Haseloff	Paid: \$18.18 Delinquent Balance: -0- Case Closed

Kit Williams September 1, 2011 Page 2

9.	Hogwild Pizzeria Business Closed	David S. Mackey	Letter Delinquent Balance: \$1,330.00
10.	Seafood Market Bar/Grill Business Closed	Craig E. Dowd	Paid: \$175.00 Delinquent Balance: \$4,467.00
11.	Shanghai Chinese and China Garden Businesses Closed	Hsiao L. J. Shen	Contempt of Court Delinquent Balance: \$3,090.00
12.	Shelton Tucker Craft American Legion Post #27	Don A. Foster Rodney L. York	Active Criminal Summons FTAS Warrant Delinquent Balance: No Forms
13.	Soul Restaurant & Lounge Business Closed	Casey E. Dighero	Paid: \$150.00 Delinquent Balance: \$743.64
14.	Uncle Gaylord's Business Closed	Hiram F. Brandon	Active Criminal Summons Delinquent Balance: No Forms
15.	Willy D's	William D. Houston III Don W. Ray William M. Ray	Trial Date: 9/28/11 Trial Date: 9/28/11 Trial Date: 9/28/11 Delinquent Balance: -0-
16.	WOW Japanese Bistro Business Closed	Chong N. Kim	Delinquent Balance: \$2,042.00 FTA Warrant

TOTAL: \$343.18

CLINTON HOUSE MUSEUM

MONTHLY REPORT

AUGUST 2011

The Clinton House Museum had a total of 457 visitors in August. This is, by far, our greatest number of visitors since opening in 2005. Visitors from all across the globe and throughout the United States continually pour in to see the humble beginnings of the Former President and Secretary of State. Media coverage drawing attention to the Museum was garnered in large markets such as Chicago, Minneapolis/St. Paul, San Francisco, and New York, to name a few.

MUSEUM ACTIVITIES AND EVENTS:

August 19th – President Clinton's 65th Birthday Celebration – This event brought in 303 visitors and garnered national media coverage. The museum offered free admission all day and extended hours to host a birthday party. President Clinton's favorite snacks – moon pies, peanuts, and RC cola were served in addition to two birthday cakes. The Arkansas Winds Sax Quartet performed and guests were able to sign the former President's birthday card and share their favorite personal "Bill" stories. See attached for television coverage.

August 20th – Heritage Group Tour – 30 visitors

August 27th – September 11th – Traveling Exhibit, "Civil War Arkansas 1862-1865" – The Arkansas Civil War Sesquicentennial Commission, in cooperation with the Old State House Museum and the Arkansas Humanities Council's traveling exhibit about the state's involvement in the war is currently on display at the House. The exhibit includes a timeline and dozens of images of people, places and battles in Arkansas and will be making its way across Arkansas for the next 4 ½ years. The House is the first outside venue to host this Exhibit.

August 29th- Ribbon Cutting for Civil War Exhibit – press coverage from KNWA and Arkansas Democrat-Gazette

SEPTEMBER EVENTS:

September 2nd- Two-page feature in the Arkansas Democrat-Gazette's WHAT'S UP section, focusing on the House and Billgrimmage Tour

September 3rd – Latinos for Obama Reception – Hosted by National Hispanic Caucus

September 10th – Book Signing – "Fayetteville" by Charles Alison and Ellen Compton on behalf of the Washington County Historical Society, 1-3pm

AUGUST 19, 2011 – TELEVISION PRESS COVERAGE

PRESIDENT CLINTON'S 65TH BIRTHDAY CELEBRATION

1) Market: Memphis. TN

Date: 08/22/2011 Time: 7:30am Aired On: WHBQ Affiliate: Fox Show: Good Morning Memphis (2/2) 07:52:31.00 Former president bill Clinton Was honored for his 65-birthday. The Clinton house museum in Fayetteville, Arkansas Hosted the event. Clinton turned 65 years old Friday. The celebration featured performances by the Arkansas symphony sax quarter. And people munched on Clintons favorite snacks: moon pies, peanuts and r-c cola.

Audience: 693,860

Audience: 693,860

Audience: 573,670

Audience: 1,753,780

Audience: 2,523,520

Audience: 304,060

2) Market: Memphis. TN

Date: 08/21/2011 Time: 5:30pm Aired On: WHBQ Affiliate: Fox Show: Fox 13 News--5PM (2/2) 17:34:04.00 Clinton House museum hosts a birthday celebration in honor of former president Bill Clinton. Clinton turned 65 years old on Friday. People in attendance munched on Clintons favorite snacks: moon pies, peanuts and r-c cola to honor him

3) Market: Little Rock-Pine Bluff. AR

Date: 08/20/2011 Time: 9:00pm Aired On: KLRT Affiliate: Fox Show: Fox 16 News at 9:00PM (1/2) 21:17:17.00 Arkansas' Clinton House Museum hosts a birthday celebration in honor of former President Bill Clinton. People munched on Clinton's favorite snacks such as moon pies, peanuts and r-c cola to honor him on his 65-th birthday it was yesterday. The celebration also featured performances by the Arkansas Winds Symphony sax quartet

4) Market: Minneapolis-St. Paul. MN

Date: 08/20/2011 Time: 6:30pm Aired On: KMSP Affiliate: Fox Show: FOX at 6 (2/2) 18:57:19.00 Get great tips to make sure your kids are ready for class. That's coming up tonight at 9:00. Folks in Fayetteville, Arkansas throw a birthday bash for former president Clinton. Clinton turns 65 this weekend and the little house is where they tied they knot. It's the Clinton House Museum. They share the rare memorabilia from early in their political careers and to wish him a happy birthday, they snack on some of his old favorites, rc cola and moon pies. Really? Ironically Clinton is a vegan and has lost 20 points. No moon pies. Clinton says he is in the best shape of his life and, no, bill there's no way to hide it

5) Market: San Francisco-Oakland-San Jose. CA

Date: 08/20/2011 Time: 7:00am Aired On: KTVU Affiliate: KTVU Show: KTVU Mornings on 2 Weekend Edition

07:44:30.16 It was a day of celebration at the Clinton house museum in Arkansas. Yesterday president Clinton turned 65 years old, and to mark the occasion the museum brought in live music and gave out some of his favorite snacks. Of course, the forming president is now a vegan. Admission to the museum was free all came

6) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 5:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 05:38:52.00 Today is former president Bill Clinton's sixty fifth birthday and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

7) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR Audience: 304,060

Date: 08/20/2011 Time: 5:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm

05:08:26.00 And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now museum, in Fayetteville

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

8) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 4:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 04:37:59.00 Today is former president Bill Clinton's sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clinton's house, which is now a museum, in Fayetteville

9) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 4:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 04:07:32.00 Today is former president Bill Clinton's sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

10) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 3:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 03:49:53.00 Today is former president Bill Clintons sixty fifth birthday and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

11) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 2:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 02:48:59.00 Today is former presidents Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrate at former president Clintons house, which is now a museum, in Fayetteville AR

12) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 1:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 01:48:04.00 Today is former president Bill Clintons sixty fifth birthday In and the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, on pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

13) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/20/2011 Time: 12:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 00:47:37.00 Today is former presidents Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

14) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 10:00pm Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm (1/2) 22:09:55.00 Today is former president Bill Clintons sixty fifth birthday And the Clinton House Museum celebrated tonight. The public was invited. Refreshments included the former presidents favorite snacks, moon pies, peanuts and r-c cola. The event was celebrated at former president Clintons house, which is now a museum, in Fayetteville

15) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 6 18:17:00.00 The clinton house museum celebrated bills birthday today. Coming up... The former president turned 65 and we went to check out the party.

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 3,502,610

Audience: 3,502,610

Audience: : 304,060

Audience: 304,060

16) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 6 18:21:41.00 The Clinton house museum celebrated with free admission....and some free treats. "The moon pies and rc colas, being from south Arkansas, everyone from south Arkansas, that's one of your favorite things, that's just some of his favorite foods. Of course he probably doesn't eat those anymore. "President Clinton, who was famous for his appetite while in office and had heart problems, recently became a vegan

17) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 5:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5 17:29:41.00 The Clinton House Museum in Fayetteville celebrated with the famous Arkansans favorite snack. Were told at 65 .. The president is feeling better than ever. Find out his secret for feeling fit and fantastic At 65. That's coming up next

18) Market: Chicago. IL

Date: 08/19/2011 Time: 8:30am Aired On: WFLD Affiliate: Fox Show: Good Day Chicago (4/4) 08:30:41.00 Were looking at pictures of President Bill Clinton, enjoying a birthday today. How old is former president Bill Clinton? I say 63. 66. Again, right on. You just missed on both sides of it. Here's the cool thing. They are celebrating in Fayetteville at the Clinton House Museum. They are giving away birthday cake. Enjoy that. They are also serving some of the presidents favorite snacks which include peanuts, moon pies and rc cola. Oh, that's cool.

19) Market: Chicago. IL

Date: 08/19/2011 Time: 8:30am Aired On: WFLD Affiliate: FOX Show: Good Day Chicago 08:30:49.09 You split it again. We're looking at pictures of president Bill Clinton, enjoying a birthday today. How old is former President Bill Clinton? I say 63. Again, right on. You just missed on both sides of here's the cool thing. They are celebrating in Fayetteville at the Clinton House Museum. They are giving away birthday cake. Enjoy that. They are also serving some of the presidents favorite snacks which include peanuts, moon pies and rc cola. Oh, that's cool.

20) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:30am Aired On: KNWA Affiliate: NBC Show: KNWA Today (2/2) 06:35:46.00 And you can help the city get there! Through august 31-st You can vote for your ten favorite cities from the top 100 list. To cast your ballot - check out nwa homepage dot com. Its former President Bill Clinton's 65th birthday today .. And the Clinton House Museum in Fayetteville wants to help celebrate. The museum will host a birthday party for President Clinton tonight from 5 to 7 o'clock. Admission to the museum will be free all day long. Live music will be provided .. As well as some of President Clinton's favorite snacks .. Like peanuts, r-c cola, moon pies and of course, birthday cake

21) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 6:00am (1/2) 06:07:00.00 The governor brushed off the idea of running for congress or the U.S. Senate. Beebe is serving his second term as governor. And consistently receives high approval ratings since he was first elected in 2006. Former president Bill Clinton turns 65 today. The Clinton House Museum in Fayetteville invites the public to celebrate with them tonight from 5 until 7. And it's no surprise refreshments include the former President's favorite snacks moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville. Former president Bill Clinton turns 65 today. The Clinton House Museum in

Fayetteville invites the public to celebrate with them tonight from 5 until 7. And it's no surprise refreshments include the former presidents favorite snacks moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville. Back to you Ashley and Jason for a look ahead at what's coming up as you're waking up with 5 news

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

22) Market: Ft. Smith-Favetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:00am Aired On: KHBS Affiliate: ABC Show: 40/29 News Sunrise (4/5) 06:11:44.00 Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola Which is said to be President Clinton's favorite snack. Arkansas current governor says he plans to relax once he gets out of office. Governor Mike Beebe told the association of Arkansas counties that he will not be running for any other office after his term ends in 2- thousand-15

23) Market: Ft. Smith-Favetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 6:00am Aired On: KNWA Affiliate: NBC Show: KNWA Today (1/2) 06:04:59.00 And you can help the city get there! Through august 31-s .. You can vote for your ten favorite cities from the top 100 list. To cast your ballot - check out nwa homepage dot com. Its former president bill clintons 65th birthday today .. And the clinton house museum in fayetteville wants to help celebrate

24) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 5:30am Aired On: KHBS Affiliate: ABC Show: 40/29 News Sunrise (3/5) 05:57:12.00 One of Arkansas' most famous faces is turning another year older But there won't be any cake or punch at this party. Bill Clinton is turning 65 today. Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola, which is said to be President Clinton's favorite snacks. Here's a look at a few of the most read stories on 4029 TV dot com that were following on sunrise

25) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 5:00am Aired On: KFSM Affiliate: CBS Show: 5 News at 5:00am (1/2) 05:08:25.00 Starting with the September ninth varsity game. The video board is a donation from Farmers Bank of Greenwood and the Bulldogs Foundation .. Costing more than 100-thousand dollars. Today is former president Bill Clintons 65th birthday And the Clinton House Museum will be celebrating from five until seven tonight. The public is invited. And it's no surprise that refreshments will include the former president's favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville

26) Market: Ft. Smith-Favetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 5:00am Aired On: KNWA Affiliate: NBC Show: KNWA Early Today (1/2) 05:06:09.00 " Coming up on knwa today You can get a free history lesson at the Clinton House in Fayetteville because its someone's birthday today. But first, good morngn, Clint. (Ad-lib)

27) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/19/2011 Time: 12:30am Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm 00:48:28.00 Tomorrow is former President Bill Clinton's sixty fifth birthday And the Clinton House Museum will be celebrating from five until seven tomorrow night. The public is invited. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 west Clinton drive in Fayetteville.

28) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/18/2011 Time: 10:00pm Aired On: KFSM Affiliate: CBS Show: 5 News at 10pm (1/2) 22:10:46.00 Select groups of students started the move-in process today. Over the course of the weekend a hundred volunteers will help more than nine hundred students move in to the university's two campus dorms. Tomorrow is former President Bill Clintons sixty fifth birthday And the Clinton House Museum will be celebrating from five until seven tomorrow night. The public is invited. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and r-c cola. The museum is located at 930 West Clinton drive in Fayetteville.

Audience: 304,060

Audience: 304,060

Audience: 304,060

Audience: 304,060

29) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/18/2011 Time: 5:00pm Aired On: KFSM Affiliate: CBS Show: 5 News at 5pm 17:07:09.00 Beebe told the associations members that uncertainty about the economy is hurting efforts to recruit companies to Arkansas. There is a birthday party in Fayetteville tomorrow and you're invited. Folks at the Clinton House Museum will be celebrating former President Bill Clinton's 65th birthday tomorrow evening from five until seven. And it's no surprise that refreshments will include the former presidents favorite snacks, moon pies, peanuts and rc cola. You're invited to come by, enjoy a snack and sign a card for former President Clinton

30) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/18/2011 Time: 5:00pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5 17:19:13.00 We want to see the changes the new year is bringing to your family. Upload those back to school pictures to the u-local section of our website 4029 TV dot com. Someone is turning 65 tomorrow Coming up Birthday celebrations at the Clinton House Museum in honor of the former president. That's later on 40/29 news.

31) Market: Ft. Smith-Fayetteville-Springdale- Rogers. AR

Date: 08/18/2011 Time: 5:25pm Aired On: KHBS Affiliate: ABC Show: 40/29 News at 5 17:29:15.00 But there won't be any cake or punch at this party. Bill Clinton is turning 65 tomorrow. Some friends of Bill in Fayetteville will be throwing a birthday party But you'll be the one getting a gift. Admission at the Clinton House Museum is free all day in honor of the 42nd president. Guests will also be able to mark the day with moon pies and r-c cola Which is said to be President Clinton's favorite snacks. World news with Diane Sawyer is coming up next. Well be back again at six. This is "world news."

	Fayetteville Visitor Center - 2011 Sales & Visitor Count											
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sales Totals	\$854.92	\$1,262.24	\$2,450.88	\$5,220.72	\$7,370.00	\$6,356.51	\$5,707.79	\$9,650.33				
2010Totals	\$557.65	\$354.29	\$745.44	\$2,166.24	\$2,296.32	\$2,360.35	\$3,516.20	\$3,557.59	\$2,680.20	\$2,889.62	\$2,515.90	\$5,694.64
% Change												
from 2010	53.3%	256.3%	228.8%	141.0%	220.9%	169.3%	62.3%	171.3%	-100.0%	-100.0%	-100.0%	-100.0%

Visitor Count	295	238	691	1301	1454	1463	1441	1457				
2010 Totals	213	209	432	901	945	1,062	1,378	1,304	1,049	1,145	816	754
% Change												
from 2010	38.50%	13.88%	59.95%	44.40%	53.86%	37.76%	4.57%	11.73%	-100.00%	-100.00%	-100.00%	-100.00%

2011 Goal = \$30,000/year or \$2,500/month

2010 Totals		2011 Totals	
Sales	\$29,334.44	Sales	\$38,873.39
Visitors	10208	Visitors	8,340

% Change = divide the difference between the two numbers by the 2010 number then move the decimal two spaces right

2010 mon	010 monthly sales average= 010 monthly visitor average=				
2010 mon	thly visitor	average=	851		
2010 sales	per visito	´=	\$2.87		

2011 monthly sales average=	\$4,859.17
2011 monthly visitor average	1043
2011 sales per visitor =	\$4.66

Inquiries Tabulated by Source/Mode

From: 8/1/2011 To: 8/24/2011

NOTE: This report shows only active modes and sources, and can only display the first nine active modes defined in your system.

	-				Mode
Source	800 Number	e-mail	Formatted - Bulk	Formatted - First CI	Totals
@ Website	2	3	35	122	162
Midwest Living	0	0	76	0	76
Travel Guides Free	0	0	230	0	230
Travel Information.com	0	0	260	0	260
UA Graduate School	0	0	1	80	81
Where to Retire	0	0	11	0	11
Totals:	2	3	613	202	820

Page 1 of 1 9/9/2011 12:37 PM

			ADVER	TISING	INQUIRI	ES BY S	TATE -	2011					
	LANI	TED.	MAD	ADD	MAN	ILINI	11 11	ALIC	CEDT	OCT	NOV	DEC	TOTAL
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	TOTAL
AE			1										1
Alabama	14	9	4	10	12	5	11	14					79
Alaska		2	4	1	4	2	2	3					18
Alberta	1	1	0	2	1		1	2					8
AP		1						1					
Arizona	12	11	4	5	11	4	15	8					70
Arkansas	125	75	96	96	94	26	97	90					699
British Columbia	2	2		2		- 44		40		-			6
California	34	27	20	21	51	11	20	19		1			203
Colorado Connecticut	8	14	11	8 1	22 16	1	8 1	9					84 30
Delaware	'	1	1	- 1	10	'	4				_		9
Florida	29	33	22	14	26	8	27	28					187
Georgia	23	15	6	7	15	l ,	21	16					103
Hawaii			1	2	1	2		1					7
Idaho	2	2	2	1	1	2	3	4					17
Illinois	66	49	37	46	190	36	78	30					532
Indiana	23	30	17	20	98	12	33	23					256
lowa	36	22	17	15	82	14	24	18					228
Kansas	43	23	30	29	70	18	42	33					288
Kentucky	12	16	4	6	25	1	16	10			1		90
Louisiana	38	19	19	16	27	14	28	23		ļ	1	1	184
Maine	1	2	2	3		1	1	3					13
Manitoba	6	1	2		9	1	0	10		-	+		43
Maryland Massachusetts	6 3	6 11	3	1	14	2	8	3					41
Michigan	33	32	23	33	105	16	25	15					282
Minnesota	39	28	14	15	72	15	26	11			+		220
Mississippi	14	14	5	4	13	6	22	20					98
Missouri	139	74	50	57	159	26	75	49					629
Montana	4	3	1		3	7	1						19
Nebraska	15	8	11	10	47	1	11	8					111
Nevada	7	1	3	1	5	1	2	4					24
New Brunswick	3	4	2	2	1	3	1						16
New Foundland										1			
New Hampshire	4	1	1	0	17		2						9
New Jersey New Mexico	7 5	9	5 3	<u>2</u> 1	17 8	2	12 2	13		-			65
New York	19	23	18	11	22	14	17	30					154
North Carolina	25	10	5	8	10	7	11	19					95
North Dakota	3	3	2	1	3	1	2	1					16
Nova Scotia		2	1			1	_						4
Ohio	27	38	20	29	121	11	29	31					306
Oklahoma	74	22	35	34	57	19	41	40					322
Ontario	5	6	9		4	2	3	7					36
Oregon	3	4	3	7	7	2	3	2			1		31
Pennsylvania	16		12	15	15	5	12	28			1	1	128
Prince Edward Isl.		0						-		1	+		0
Puerto Rico	1	1 2	2		1	1		1 4		1	+	-	19
Quebec Rhode Island	3 2	2	2	1	2	-	5 1			1	+		19
Saskatchewan	1	1					1			+	+	+	3
South Carolina	20	9		2	1	1	9			1	-	+	57
South Dakota	5	2		2		<u>'</u>	8			1	1	1	35
Tennessee	15			16		11	28					1	159
Texas	135	82		58		60						İ	730
Thailand							<u></u>				L		
Utah	9	6	1	1	3	2	2						25
Vermont		3					1						4
Virginia	12	7	13	9		1	4						68
Washington	18	6	7	2	14	2	2	9					60
Washington, D. C.	2	1	_					<u> </u>			1	1	3
West Virginia	7	8		1	-		7			1	+	-	43
Wisconsin	42	31	19	20	115	18	43	35		-	+	-	323
Wyoming Military	4	6		2	2					-	+	-	14
TOTAL	1197	880	685	650	1742	399	963	834	(0	0 (7348
TOTAL	1197	000	005	000	1/42	აყყ	903	034		'	U	υ (ار را ر

Convention Calendar

Meeting Dat	tes		Attendance/ Peak/Rooms Headquarters			
September	r 2011					
9/1/2011 9/1/2011	Hooten's Kickoff Classic	21,000	35 Mu	35 Itiple Hotels		
9/2/2011 9/4/2011	UA Football** Home Football Games	72,000	2,000	4,000 Citywide		
9/3/2011 9/4/2011	Hispanic Caucus Fall Conference	200	50 Mu	100 Itiple Hotels		
9/16/2011 9/18/2011	UA Football** Home Football Games	72,000	2,000	4,000 Citywide		
9/23/2011 9/25/2011	Tri-State Volleyball Challenge	500	60 Mu	90 Itiple Hotels		
9/24/2011 9/24/2011	Arkansalsa Fest	1,000	0	0		
9/24/2011 9/24/2011	GET AWAY FOR A DAY!! LOTO and Terra Studios	48	0	0		
9/26/2011 9/28/2011	Arkansas Activities Association Womens' 7A State Golf Championships	100	20 Mu	40 Itiple Hotels		
9/28/2011 10/1/2011	Bikes, Blues, BBQ**	300,000	2,000	7,000 Citywide		
October 20	011					
10/3/2011 10/5/2011	Arkansas Activities Association Men's 7A State Golf Championships	100	20 Mu	40 Itiple Hotels		
10/7/2011 10/9/2011	UA Football** Home Football Games	72,000	2,000	4,000 Citywide		
10/8/2011 10/8/2011	Community Bank & Trust Strawberry Tour	100	0	0		
10/10/2011 10/10/2011	ReCreation Adventure	38	0	0		
10/11/2011 10/13/2011	Sea Breeze Vacations	45	0	0		
10/12/2011 10/12/2011	Junquers Travel	40	0	0		
10/14/2011 10/15/2011	Chile Pepper Run**	8,000	500	500 Citywide		
10/14/2011 10/16/2011	National Federation of the Blind - Arkansas Chapter State Conference	100	15	30 Clarion		
10/14/2011 10/14/2011	McKinzie Tours	45	0	0		
10/15/2011 10/16/2011	Fayetteville Art Beats and Eats	5,000	0	0		

Convention Calendar

Meeting Dat	es	Attendance/ Peak/Rooms Headquarters		
October 20				
10/15/2011 10/17/2011	Travel Time Tours	50	0	0
10/17/2011 10/18/2011	Arkansas Activities Association Men's & Women's 7A State Tennis Championships	200	40 Mu	40 Itiple Hotels
10/17/2011 10/17/2011	Mt Sequoyah Leaves of Gold- Botanical Garden Tour	55	0	0
10/17/2011 10/20/2011	Kincade Travel	55	0	0
10/19/2011 10/21/2011	TraveLink	50		0 Clarion
10/19/2011 10/19/2011	Go Ye Villiage Happiness Tour	42	0	0
10/21/2011 10/22/2011	UA Chemistry & Biochemistry Undergrad Reserach Conference (INBRE)	500	90 Cosmop	90 politan Hotel
10/21/2011 10/23/2011	West KY Travelers Group Tours	45	0	0
10/24/2011 10/24/2011	Mt Sequoyah Leaves of Gold- Botanical Garden Tour	55	0	0
10/24/2011 10/26/2011	The Poultry Federation	20	Holiday	0 Inn Express
10/25/2011 10/27/2011	Sweet Magnolia Tours	50	0	0
10/25/2011 10/27/2011	Heber Springs State Bank	50	79	158 Clarion
10/27/2011 10/27/2011	Friends International	46	0	0
10/28/2011 10/30/2011	California Oregon Symposium Symposium	50		
November	2011			
11/4/2011 11/6/2011	UA Football** Home Football Games	72,000	2,000	4,000 Citywide
11/4/2011 11/4/2011	Grand Savings Bank Billionaire Tour	47	0	0
11/11/2011 11/13/2011	UA Football** Home Football Games	72,000	2,000	4,000 Citywide

Definite Bookings By Booking Date

August 2011	Meeting Dates	Attnd	Peak	Rooms	\$ Value
Community Bank & Trust Strawberry Tour	08/13/2011 08/13/2011	47	0	0	4,879
Hooten's Kickoff Classic	09/01/2011 09/01/2011	21,000	35	35	625,000
GET AWAY FOR A DAY!! LOTO and Terra Studios	09/24/2011 09/24/2011	48	0	0	4,982
Sea Breeze Vacations	10/11/2011 10/13/2011	45	0	0	14,013
Travel Time Tours	10/15/2011 10/17/2011	50	0	0	15,570
Kincade Travel	10/17/2011 10/20/2011	55	0	0	22,836
Go Ye Villiage Happiness Tour	10/19/2011 10/19/2011	42	0	0	4,360
West KY Travelers Group Tours	10/21/2011 10/23/2011	45	0	0	14,013
The Poultry Federation	10/24/2011 10/26/2011	20		0	6,228
Grand Savings Bank Billionaire Tour	11/04/2011 11/04/2011	47	0	0	4,879
Mountain Home Charter Service, Inc St. Patricks Day Tour	12/09/2011 12/09/2011	50	0	0	5,190
AAO "Top 25"	03/16/2012 03/18/2012	500	200	400	155,700
Arkansas Recreation and Parks Association	04/12/2012 04/14/2012	100	25	30	31,140
Bank of Lee's Summit	04/24/2012 04/24/2012	45	0	0	4,671
AAO "Hoopin'-in-the-Hills" Tournament	05/11/2012 05/13/2012	750	100	200	233,550
AAO Hawks Tournament	05/18/2012 05/20/2012	750	200	400	233,550
AAO Mustangs Tournament	06/01/2012 06/03/2012	750	200	400	233,550

B.E.S.T Baseball Hawg Showcase		06/07/2012 06/10/2012	2,000	400	1,200	830,400
AAO Eugene Nash Invitational		06/29/2012 07/01/2012	1,000	250	500	311,400
Away We Go Billionaire Tour & Terra Studios Tour		11/07/2012 11/09/2012	50	0	0	15,570
	Sub-Total for August	20 Meetings	27,394		3,165	##########
	GRAND TOTAL	20 Meetings	27,394	_	3,165	##########

Page -1 of 1 Printed: 9/9/2011 12:36PM

Fayetteville Town Center, Manager's Activity Report

August 1, 2011 to August 31, 2011

Sales:

	AUGUST 2010 (base)	AUGUST 2011	Month % Change	YTD 2010	YTD 2011	YTD % Change
Sales (# returned contracts by log date – GL)	8	11	13%	130	123	(5%)
Complete Events (Paid/Sponsored) (EMS Calendar - attached)	7	18	14%	134	135	7%
Sales (\$ returned contracts by log date – GL)	\$14,000.00	\$11,600.00	(17%)	\$219,703.06	\$193,347.87	(12%)
Collections ** (\$ - Payment Log)	\$18,132.44	\$28,248.18	56%	\$249,360.11	\$246,757.77	(1%)
Credit (\$ - GL)	-0-	-0-	-0-	-0-	-0-	-0-
Average per event (\$ Sales / # Sales)	\$1,750.00	\$1,054.54	(40%)	\$1,690.02	\$1,571.93	(7%)

We have reached 59% of our 2011 goal.

Operations Items:

- Sump pump in garage replaced.
- Plaza trench drains and mounting tracks cleaned and replaced.
- General Maintenance and repairs.

Marketing, Sales and Public Relations:

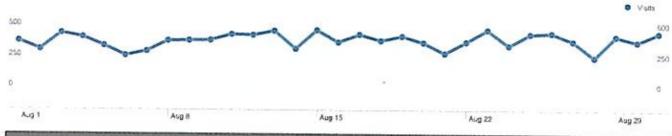
- Working on December events, TC Bridal Fair and 2012 bookings.
- Artini Festival.

Event List:

- August 4 UA Campus Life
- August 6 Isaura's Birthday
- August 9 FHS
- August 10 FHS
- August 11 Chamber Teachers Expo
- August 13 Brown Reception
- August 17 UA Drama Dept Meeting
- August 19 FHS Class Reunion
- August 19 Veterans Art Festival

- August 20 FHS Class Reunion
- August 20 Wolfe Reception
- August 23 Verizon Meeting
- August 24 Verizon Meeting
- August 25 AR Orthodontics
- August 26 AR Orthodontics
- August 27 Roots Festival
- August 27 Jaurequi Reception
- August 27 Roberts Reception

Comparing to: Site



Site Usage

11,872 Visits

42,40% Bounce Rate

42,601 Pageviews

00:02:47 Avg. Time on Site

3.59 Pages/Visit

74.42% % New Visits

Search Engines 7,160.00 (60.31%)
Referring Sites 3,344.00 (28.17%)
Direct Traffic 1,368.00 (11.52%)

Content Overview				
Pages	Pageviews	% Pageviews		
1	6,580	15.45%		
/play.php	6,354	14.92%		
/calendar.php	3,414	8.01%		
/nightlife.php	1,723	4.04%		
/visitors.php	1,414	3.32%		

Comparison to Previous Year

August 2011 Visits:

11,872

August 2010 Visits:

11,051

January-August 2011 Visits:

90,459

January-August 2010 Visits:

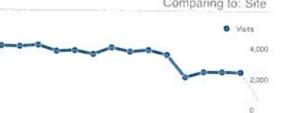
71,200

Jul 24 - Jul 30

4,000

2.000

Jan 1 - Jan 1



Site Usage	
90,459 Visits	44.60% Bounce Rate
312,563 Pageviews	00:02:40 Avg. Time on Site
3.46 Pages/Visit	77.65% % New Visits

May 1 - May 7

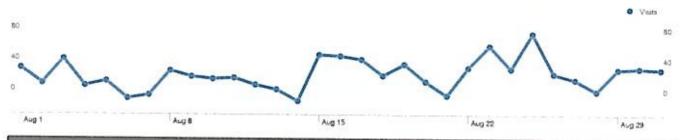
Mar 20 - Mar 28

Traffic Sources Overview	
	Search Engines 42,726.00 (47.23%)
	■ Referring Sites 26,056.00 (28.80%)
	Direct Traffic 21,677.00 (23.96%)

Feb 6 - Feb 12

Content Overview		
Pages	Pageviews	% Pageviews
1	58,592	18.75%
/play.php	39,309	12.58%
/calendar.php	23,933	7.66%
/vguide.php	15,111	4.83%
/stay.php	10,165	3.25%

Jun 12 - Jun 18



Site Usage

1,090 visits

₩ 3,320 Pageviews

----- 3.05 Pages/Visit

36.79% Bounce Rate

~~~~ 00:01:46 Avg. Time on Site

77.34% % New Visits

| Traffic Sources Overview |                                      |
|--------------------------|--------------------------------------|
|                          | Search Engines<br>721.00 (66.15%)    |
|                          | ■ Referring Sites<br>242.00 (22.20%) |
|                          | Direct Traffic<br>127.00 (11.65%)    |
|                          |                                      |

| Content Overview |           |             |  |
|------------------|-----------|-------------|--|
| Pages            | Pageviews | % Pageviews |  |
| /NaN             | 3,092     | 93.13%      |  |
| 1                | 76        | 2.29%       |  |
| /wedding.shtml   | 24        | 0.72%       |  |
| /contact.shtml   | 22        | 0.66%       |  |
| /laq.shtml       | 20        | 0.60%       |  |

### Comparison to Previous Year

August 2011 Visits:

1,090

August 2010 Visits:

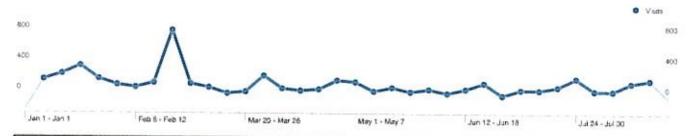
781

January-August 2011 Visits:

8,887

January-August 2010 Visits:

7,630



### Site Usage

4.887 Visits

28,673 Pageviews

-^----- 3.23 Pages/Visit

34.42% Bounce Rate

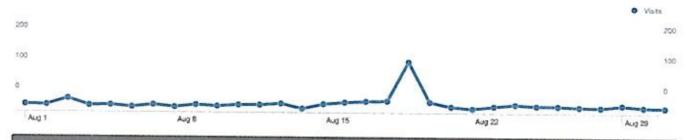
00:01:44 Avg. Time on Site

76.82% % New Visits

| Traffic Sources Over | view                                 |
|----------------------|--------------------------------------|
|                      | Search Engines<br>6,383.00 (71.82%)  |
|                      | Referring Sites<br>1,561.00 (17.56%) |
|                      | Direct Traffic<br>943.00 (10.61%)    |

| Content Overview |           |             |
|------------------|-----------|-------------|
| Pages            | Pageviews | % Pageviews |
| /NaN             | 27,593    | 96.23%      |
| 1                | 319       | 1.11%       |
| Avedding.shtml   | 112       | 0.39%       |
| /about.shtml     | 91        | 0.32%       |
| /faq.shtml       | 85        | 0.30%       |

Comparing to: Site



### 

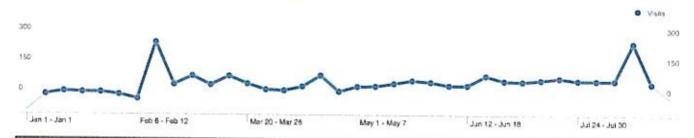
| Traffic Sources Overview |                                        | Content Overview |           |             |
|--------------------------|----------------------------------------|------------------|-----------|-------------|
|                          | Search Engines                         | Pages            | Pageviews | % Pageviews |
|                          | 312.00 (50.32%)<br>III Referring Sites | 1                | 676       | 50.83%      |
|                          | 256.00 (41.29%) Direct Traffic         | /home.html       | 586       | 44.06%      |
|                          | 52.00 (8.39%)                          | /Timeline.html   | 68        | 5.11%       |

### Comparison to Previous Year

August 2011 Visits: 620 August 2010 Visits: 733

January-August 2011 Visits: 3,707 January-August 2010 Visits: 5,775

Comparing to: Site



### Site Usage

\_\_\_\_\_ 3,707 Visits

7,909 Pageviews

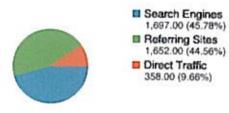
2.13 Pages/Visit

26.63% Bounce Rate

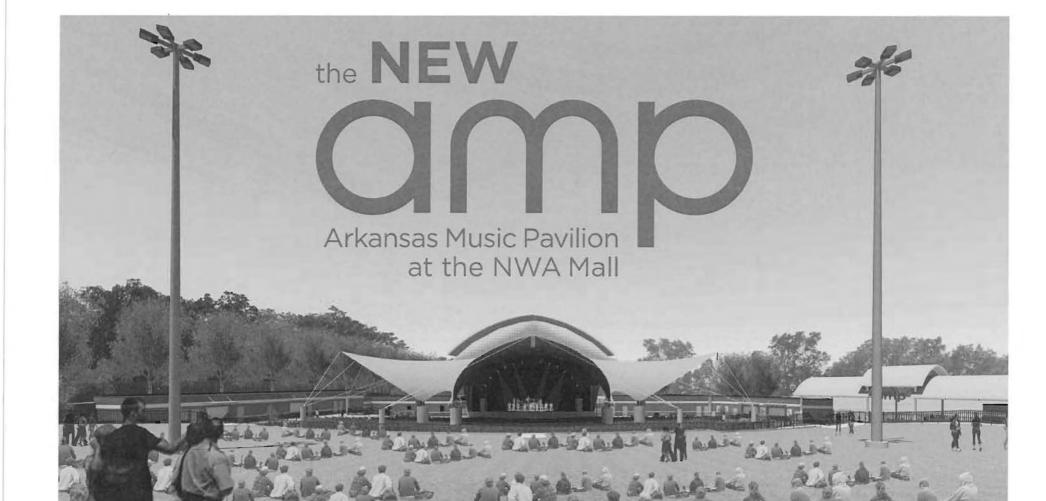
00:01:03 Avg. Time on Site

89.26% % New Visits

### Traffic Sources Overview



| Content Overview                |           |             |
|---------------------------------|-----------|-------------|
| Pages                           | Pageviews | % Pageviews |
| 1                               | 3,866     | 48.88%      |
| /home.html                      | 3,659     | 46.26%      |
| /Timeline.html                  | 377       | 4.77%       |
| /www.clintonhousemuseum.org     | 3         | 0.04%       |
| /translate_c?hi=ro&langpair=enl | 1         | 0.01%       |



Business Plan and Economic Impact Analysis & Request for Funds

Fayetteville A&P Commission, August 2011



A Walton Arts Center venue

### The NEW AMP:

# Business Plan, Economic Impact Analysis & Request for Funds

### I. The Vision

- Why Upgrade the AMP?
- A New Experience
- New Concert & Entertainment Options
- Comparable Facilities

### II. The Renovation Project

- Key Areas of Improvement
- Sustainability
- Project Timeline

### III. Economic & Business Impact to Fayetteville

- Expected Attendance
- Economic Impact
- Funding Request
- Project Budget

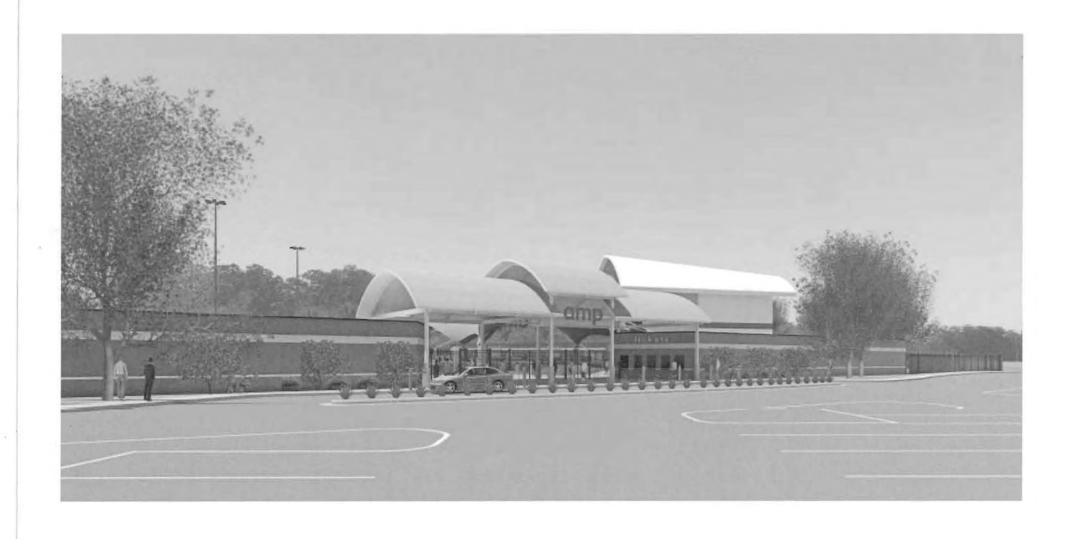
### IV. Appendix

- Arts & Economic Prosperity III, NWA Final Report
- Full List of Potential Concert Artists





# I. THE VISION: THE NEW AMP AT THE NORTHWEST ARKANSAS MALL



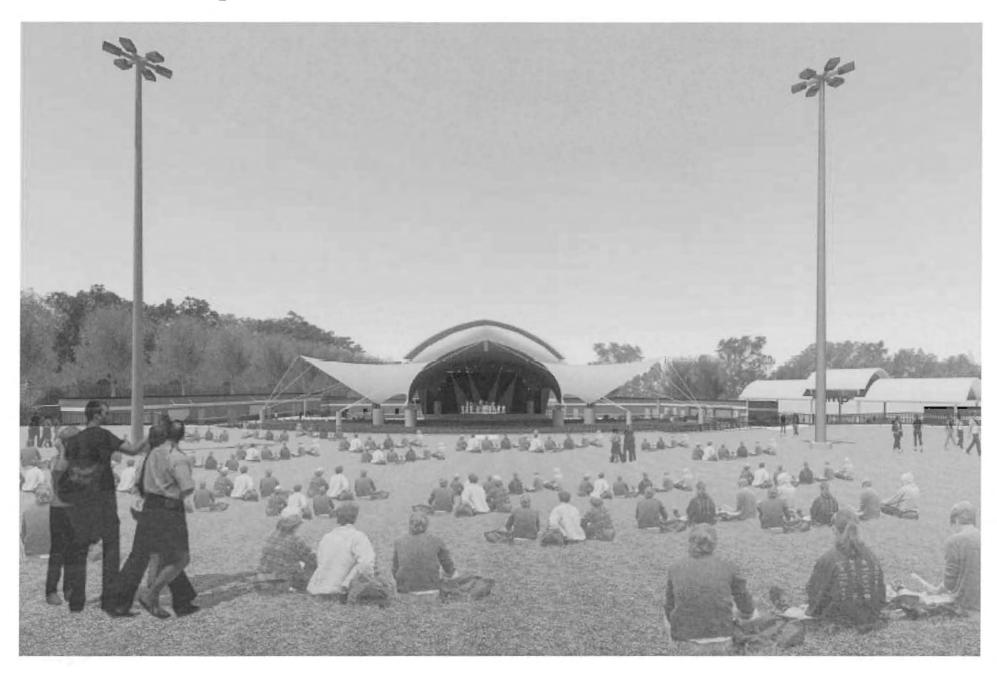
# Why upgrade the AMP?

Fayetteville is Northwest Arkansas' entertainment destination. For 20 years, Walton Arts Center has been hosting world-class artists and entertainers from all over the world. However, a significant piece of the arts and entertainment puzzle remains unrealized in our community. Currently no premier outdoor concert venue exists in Fayetteville or the Northwest Arkansas region.

Now, with the purchase of the AMP by the Walton Arts Center, the stage is set to extend the entertainment offerings through the "NEW" AMP at the Northwest Arkansas Mall. By moving the venue from its current mall parking lot location to the lush adjacent hillside, significantly improving the patron experience and upgrading technical and artist amenities, the New AMP – a 6,000 seat outdoor concert venue – will reposition Northwest Arkansas as a key stop on summer concert tours in the Midwest and South.

With dollars from the Walton Arts Center, the A&P Commission and other philanthropy, the New AMP will be able to attract a higher level of concert artists to the Uptown Fayetteville area, and our city will benefit significantly in terms of both reputation and tax dollars.





The AMP, located in the western section of the Northwest Arkansas Mall parking lot, has presented outdoor concerts since 2004. The venue is well located, easily accessible to all parts of the region, and allows for ample parking. However, the tent structure itself has a temporary, "parking lot" feel with little green space and lots of blacktop that becomes increasingly stifling in the Arkansas summer heat. The venue's approximate total capacity is 3,500 - temporary (folding chair) seating for 2,400, and level lawn seating for nearly 1,200. No permanent box office, concessions area or restroom facilities exist.

The NEW AMP will be a NEW experience.

Nestled into the Ozark hillside on the south side of the mall, the New AMP will be moved off the parking lot blacktop to a beautiful green vista overlooking the city of Fayetteville. As guests are dropped off at the entrance, they enter the plaza, complete with ample concessions areas and clean, air conditioned restrooms.



Seating options for the new venue include comfortable permanent amphitheater seats as well as a large sloped lawn. The 2,400 fixed seats offer good views of the stage and 1,800 are fully covered, blocking sun or light rain. The tent structure will be raised 12 feet to improve air flow, allowing maximum breeze on warm summer nights, and opening up the view of the stage from everywhere on the lawn.

A VIP plaza, complete with concessions and air conditioned restrooms, is open to special guests who can also enjoy seating in the VIP boxes located through the center of the seating area.

The new experience blends Northwest Arkansas' natural beauty with a top-quality entertainment venue to create a fun evening of entertainment.



A new permanent stagehouse and upgraded technical facilities will make the venue an excellent option for most concert tours. Artists will have access to new air-conditioned dressing rooms and ample space for unloading multiple semi-trailer trucks.

The addition of permanent covered seats, and significantly improved lawn seating will facilitate new ticket pricing models, including higher premium priced tickets, thus making the AMP a more financially viable venue.

Brian Crowne, former owner and current AMP general manager, will manage the venue's daily operations. He, along with the Walton Arts Center staff, will work to program a new and exciting line up of artists and productions.





# New Concert & Entertainment Options

### Projected Artists and Performers

### Contemporary

- James Taylor
- Bob Dylan
- Chicago
- Janet Jackson
- Steely Dan
- Stevie Nicks
- The Beach Boys

### Country

- Toby Keith
- Eric Church
- Jason Aldean
- Dolly Parton
- Sugarland
- Miranda Lambert
- Brad Paisley

### College/Electronic Artists

- Maroon 5
- Flaming Lips
- Fleet Foxes
- Girl Talk
- Mumford and Son
- Wilco
- Widespread Panic

(see appendix for a more complete list of potential concert artists)





# Comparable Facilities Around Our Region

Chastain Park - Atlanta, Georgia

Chastain Park opened in 1944. It is home to the Atlanta Symphony Orchestra and a full season of pop and rock concerts, attracting audiences of more than 100,000 every summer.

Performers featured during the 2011 season include:

- ➤ Bela Fleck & The Flecktones
- Amy Grant & Michael W. Smith
- Grace Potter & The Nocturnals
- > Earth, Wind & Fire







# Comparable Facilities Around Our Region

### Centennial Terrace - Sylvania, Ohio

Centennial Terrace was originally built as an outdoor ballroom in 1939. Throughout its storied history, the facility has hosted many of the great swing and big bands of the 1940's and 1950's.

With full concession and catering facilities, Centennial Terrace plays host to about 45 events per year from mid-May through mid-September.

Performers featured during the 2011 season include:

- > Alice Cooper
- > Sheryl Crow
- > The Beach Boys
- > Toledo Symphony Orchestra







# II. THE RENOVATION PROJECT

The AMP will be repositioned off of the parking lot and into the hill on the southwest corner of the Northwest Arkansas mall.

Earthwork and excavation will be a significant portion of the building project.

Once the footprint is created, permanent building structures including the stagehouse, restrooms and concessions areas will be constructed, seats installed, and the tent repositioned above the stage and seating.



# Key Areas of Improvement

### A. The Structure

- Reposition the entire venue 90° to the north and west, moving it entirely off the existing parking lot blacktop
- Re-grade the amphitheater and install sloped seating and appropriate handicap access
- Install permanent drainage and related infrastructure
- Raise the tent structure I2' to increase sightlines and add appropriate air circulation
- Provide permanent backstage amenities for artists including catering, dressing and production areas



# Key Areas of Improvement

# A. The Structure (cont.)

- Create higher quality seating options throughout the venue:
  - Total venue capacity of approximately 6,000
  - 2,400 outdoor theater-style permanent seats (1,800 covered)
  - Lawn accommodations for 4,000 patrons
  - Removable seating in orchestra section will accommodate artists who prefer the audience closer to the stage
  - Permanent seating in the VIP section (box seating directly behind orchestra)



# Key Areas of Improvement

# B. Ancillary Amenities

- Installing permanent air-conditioned restroom facilities
- Constructing appropriate and appealing marquee entrance with drop off and lighting
- Installing and upgrading permanent concessions area
- Create permanent and upgraded VIP and donor/sponsor areas
- Create new Box Office
- Install perimeter fencing and lighting
- · Create and install appropriate landscaping



# Sustainability

Walton Arts Center, like the City of Fayetteville, is committed to the highest levels of financial and environmental sustainability. This renovation project has been designed to ensure that it meets these high standards. We believe that the renovated AMP would qualify construction-wise for LEED certification, although we can not pursue the actual certificate due to the seasonal use of the facility. The following is a list of some of the considerations currently planned:

- •Low Flow Toilets are 25% more efficient than a standard toilet and reduce chemicals on-site by eliminating portable toilets
- Low Flow sinks with sensors are 440% more efficient than standard sinks
- LED lighting in public areas for energy efficiency, lower maintenance and reduced waste



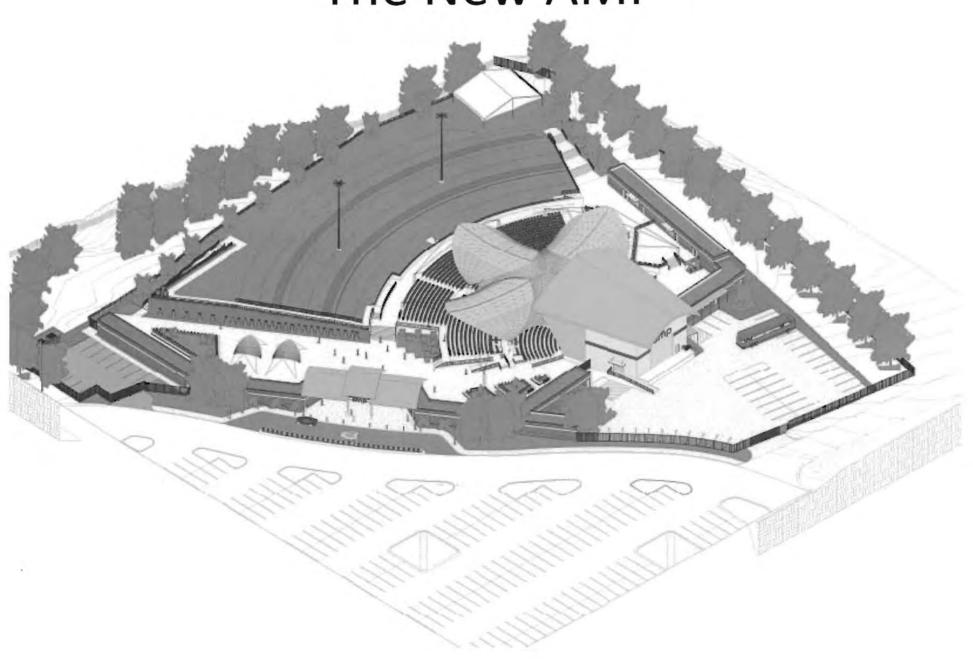
# Sustainability, cont.

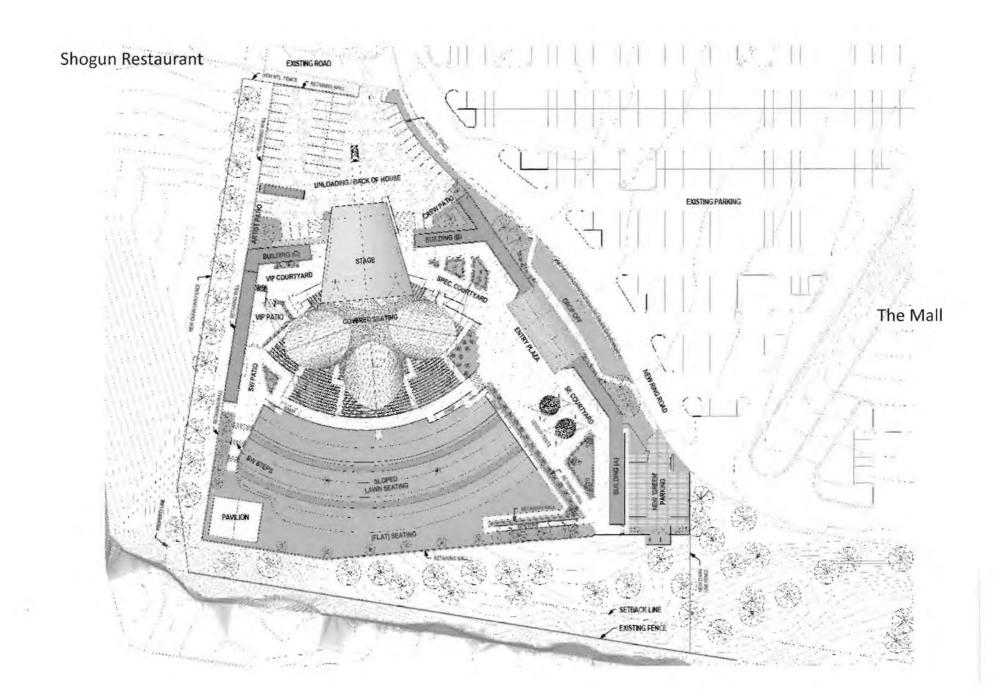
- •Storm water runoff considerations
- · Water will flow into a detention pond which will allow sediment to settle and improve the quality of water discharged from the site.
- pleasing ways to deal with storm water. We are currently working to create a rain garden concept or other more
- •The New AMP is easily accessible from the Fayetteville Trail System and ample bike racks will encourage alternative transportation to the venue.
- Scooter and motorcycle parking will be provided for concert goers.
- function sustainably and utilize local products whenever possible. • The WAC and AMP teams will be creating plans to ensure that concessions services

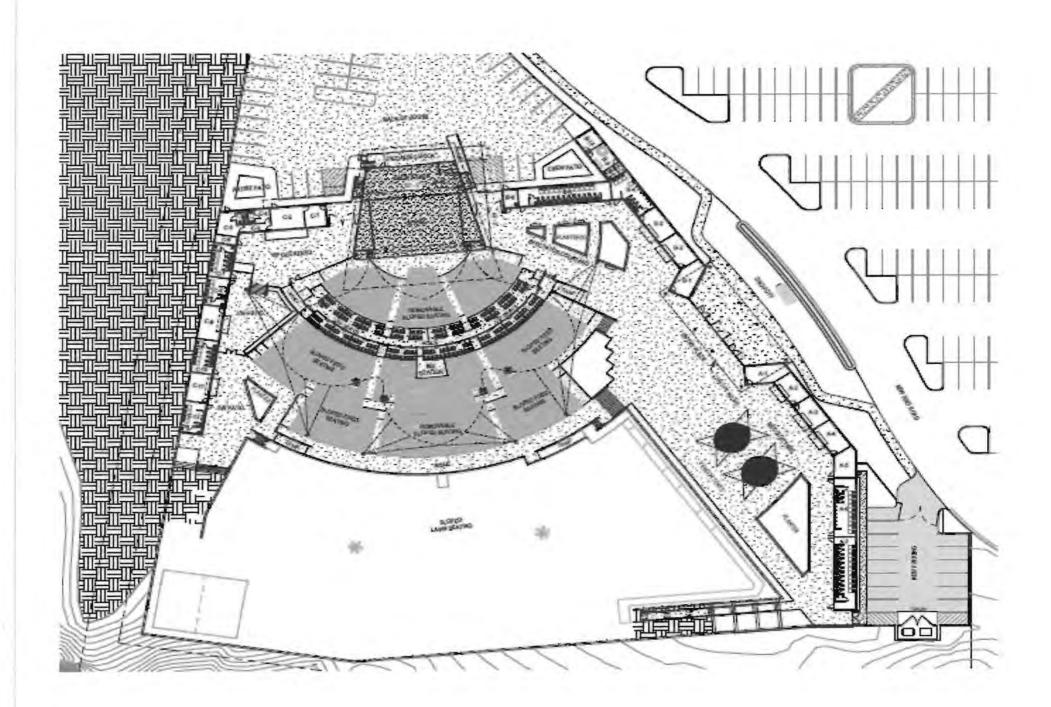




# The New AMP



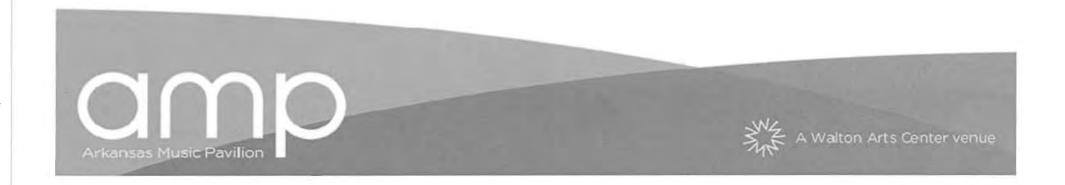




# Project Timeline

Construction is expected to commence in early October with completion in May 2012, ready for a full season of entertainment in summer 2012.

The goal of the project is to move swiftly to complete the renovations during the off-season.



### III. ECONOMIC & BUSINESS IMPACT TO FAYETTEVILLE

Expected Attendance

The New AMP, with its pleasant summertime experience and the appeal of a diversity of artists including Pop, R&B, Rap, Country, Techno, Christian and other genres will generate significant attendance numbers.

Conservative (35% capacity) attendance projections for the first full season, Summer 2012

| Performance Type           | # Per Season | Projected Attendance |
|----------------------------|--------------|----------------------|
| Large Concerts             | 3-4          | 6,300-8,400          |
| Medium-Sized Events        | 8-10         | 16,800-21,000        |
| Small Events               | 3-5          | 6,300-10,500         |
| Free/Low Cost Family Shows | 1-2          | 2,100-4,200          |
| Total                      | 15-21        | 31,500-44,100        |



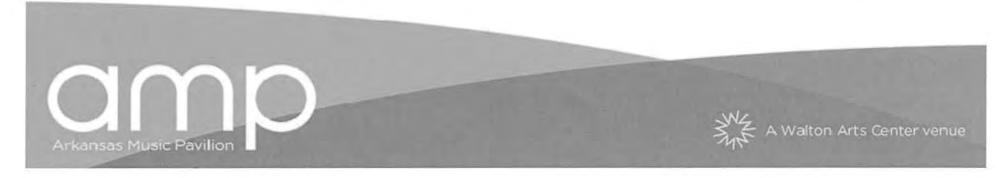


# Economic Impact



In 2005, Americans for the Arts commissioned a national study, Arts & Economic Prosperity, looking at the economic impact of non-profit arts and cultural organizations in the US as a whole, and, more specifically, in Northwest Arkansas.

(See appendix for full study results)



# Economic Impact

# Key Study Results:



- Non-profit arts and cultural event attendees spend an average of \$24.34 per person in Northwest Arkansas, excluding the cost of event admission. Non-local attendees spent over \$40 per person.
- Non-profit arts and cultural organizations in Northwest Arkansas generate over \$16 million in economic activity annually.
- The sector also generates significant revenue for the government: Over \$1.4 million in state and local tax revenue annually.





# Economic Impact

# The New AMP Impact:



- Using these study numbers and an estimated annual AMP attendance of 44,000, AMP patrons will spend \$1,070,900 in Fayetteville and Northwest Arkansas.
- Note: because the \$24.34 number is based on spending by *local* attendees (those living in Washington or Benton Counties), this number is VERY conservative. Non-local attendees actually spend nearly double that amount.
- Last season, 80% of the AMP attendees were from outside Washington County. If only 25% of the attendees are non-local, the economic impact would grow to nearly \$1,250,000 annually.





### REQUEST FOR FUNDS

Walton Arts Center respectfully asks the Fayetteville Advertising and Promotion Commission to consider and grant a special request of \$500,000 toward the AMP Renovation Project.

This funding will ensure our ability to begin the construction almost immediately and complete the project in time to celebrate Walton Arts Center's 20<sup>th</sup> anniversary season.



### REQUEST FOR FUNDS

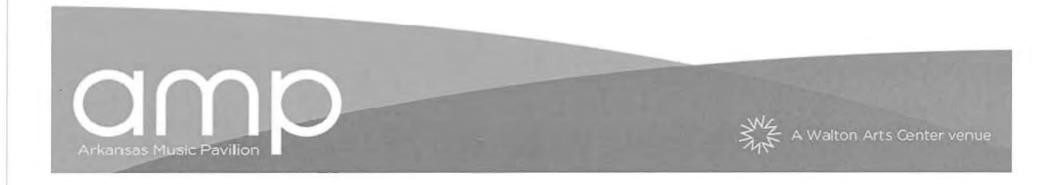
This project is "shovel ready." The goal is to complete the renovations within a 9 month period allowing for the venue to continue operating with minimal interruption. By facilitating an aggressive improvement timeline, additional tax dollars from the increased attendance will begin flowing into Fayetteville during the 2012 summer season. Walton Arts Center has been working to secure private funds and financing in order to begin and complete the renovation project starting in October 2011. To date, funding is nearly complete.

A&P funding is critical at this juncture for two reasons: First, the funding will ensure that we have the resources needed in order to have a shovel in the ground this October and that we can meet our aggressive timeline. Second, the support of the A&P Commission provides significant leverage for us to complete our fundraising. The support of the A&P shows the City's commitment to the project and will be a key component in completing the fundraising campaign.



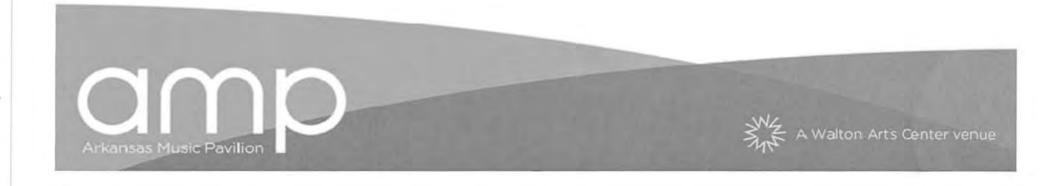
# Project Budget

| Revenue Sources                              |                   |  |
|----------------------------------------------|-------------------|--|
| Committed                                    |                   |  |
| Willard and Pat Walker Charitable Foundation | \$1,000,000       |  |
| Construction Loan                            | \$1,200,000       |  |
| Pending                                      |                   |  |
| Fundraising + WAC cash reserves              | \$1,000,000       |  |
| A&P Special Request Funding                  | \$ 500,000        |  |
|                                              | Total \$3,700,000 |  |





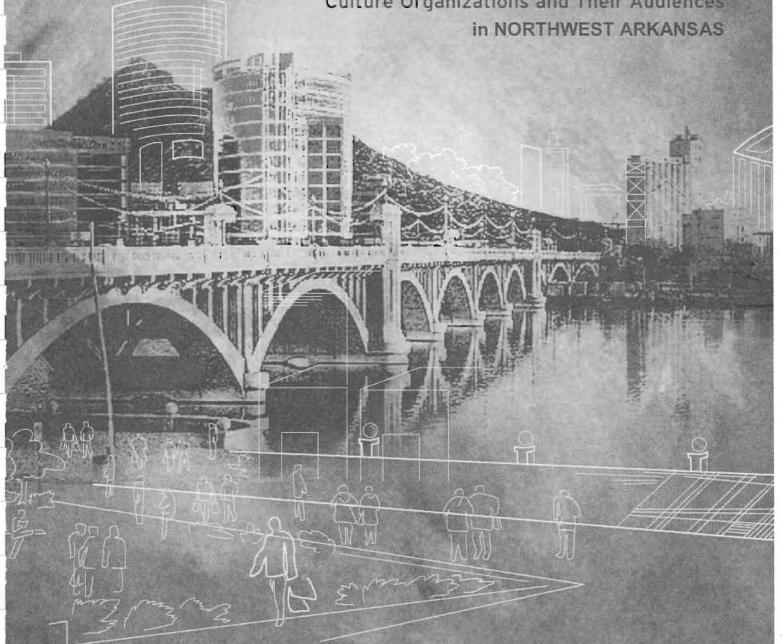
# IV. APPENDIX





# Arts & Economic Prosperity

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences in NORTHWEST ARKANSAS



# The Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas

Arts & Economic Prosperity III provides compelling new evidence that the nonprofit arts and culture are a significant industry in Northwest Arkansas—one that generates \$16.21 million in local economic activity. This spending—\$10.06 million by nonprofit arts and culture organizations and an additional \$6.15 million in event-related spending by their audiences—supports 518 full-time equivalent jobs, generates \$9.79 million in household income to local residents, and delivers \$1.47 million in local and state government revenue. This economic impact study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Northwest Arkansas's economic well-being.

Northwest Arkansas is one of 156 communities that participated in Arts & Economic Prosperity III, the most comprehensive study of its kind ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 116 cities and counties, 35 multicounty regions, and five states—representing all 50 states and the District of Columbia. The diverse study regions range in population (4,000 to 3 million) and type (rural to urban). Researchers collected detailed expenditure and attendance data from 6,080 nonprofit arts and culture organizations and 94,478 of their attendees to measure total industry spending. Project economists customized input/output analysis models to calculate specific and reliable findings for each study region. This study focuses solely on the economic impact of nonprofit arts and culture organizations and event-related spending by their audiences. Not included in this study are spending by individual artists and the for-profit arts and culture sector (e.g., Broadway or the motion picture industry).

### **DEFINING ECONOMIC IMPACT**

This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and local and state government revenues.

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.

Revenue to Local and State Government includes revenue from taxes (i.e., income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

# ECONOMIC IMPACT OF THE ENTIRE NONPROFIT ARTS AND CULTURE INDUSTRY IN NORTHWEST ARKANSAS

Total spending by nonprofit arts and culture organizations and their audiences totaled \$16.21 million in Northwest Arkansas during 2005. The following table shows the <u>direct</u> economic impact of this spending—that is, the initial economic effect of these expenditures.

### <u>DIRECT</u> Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas (Spending by Nonprofit Arts and Culture Organizations <u>and</u> Their Audiences)

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$16,210,374       | \$60,304,046                                                    | \$41,315,605    |
| Full-Time Equivalent Jobs | 295                | 941                                                             | 778             |
| Resident Household Income | \$5,396,000        | \$17,083,000                                                    | \$13,519,000    |
| Local Government Revenue  | \$157,000          | \$959,000                                                       | \$845,000       |
| State Government Revenue  | \$534,000          | \$1,409,000                                                     | \$1,593,000     |

These direct economic impacts create an additional indirect economic impact on the economy. The local expenditures continue to have an economic impact on the economy until the money eventually "leaks out" of the region (i.e., is spent outside Northwest Arkansas). The total economic impact is the combination of the direct economic impact and the indirect economic impact. The table below shows the <u>total</u> economic impact of the \$16.21 million spent by nonprofit arts and culture organizations and their audiences during 2005.

### <u>TOTAL</u> Economic Impact of the Nonprofit Arts and Culture Industry in Northwest Arkansas (Spending by Nonprofit Arts and Culture Organizations and Their Audiences)

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$16,210,374       | \$60,304,046                                                    | \$41,315,605    |
| Full-Time Equivalent Jobs | 518                | 1,512                                                           | 1,386           |
| Resident Household Income | \$9,791,000        | \$30,328,000                                                    | \$26,369,000    |
| Local Government Revenue  | \$342,000          | \$2,536,000                                                     | \$2,486,000     |
| State Government Revenue  | \$1,123,000        | \$2,830,000                                                     | \$3,042,000     |

### DIRECT AND INDIRECT ECONOMIC IMPACT: HOW A DOLLAR IS RE-SPENT IN THE ECONOMY

Arts & Economic Prosperity III uses a sophisticated economic analysis called input/output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input/output analysis enables economists to track how many times a dollar is "re-spent" within the local economy, and the economic impact generated by each round of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk's salary; the sales clerk respends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier). The effect of the theater company's initial expenditure is the direct economic impact. The effects of the subsequent rounds of spending are all of the indirect impacts. The total impact is the sum of the direct and indirect impacts.

A dollar "ripples" through communities very differently, which is why a customized input/output model was created for Northwest Arkansas.

"Mayors understand well the connection between the arts industry and city revenues. Besides providing thousands of jobs, the arts industry generates billions in government and business revenues. Additionally, the arts have played an important role in the economic revitalization of many of our nation's cities."

Mayor Douglas H. Palmer
 Mayor of Trenton, New Jersey
 President, The United States Conference of Mayors

# ECONOMIC IMPACT OF SPENDING BY NONPROFIT ARTS AND CULTURE ORGANIZATIONS IN NORTHWEST ARKANSAS

Nonprofit arts and culture organizations are active contributors to their business community. They are employers, producers, and consumers. They are members of the chamber of commerce as well as key partners in the marketing and promotion of their cities, regions, and states. Spending by nonprofit arts and culture organizations totaled \$10.06 million in Northwest Arkansas during 2005. This spending is far-reaching: organizations pay employees, purchase supplies, contract for services, and acquire assets within their community. These actions, in turn, support jobs, create household income, and generate revenue to the local and state governments.

Data were collected from 17 nonprofit arts and culture organizations in Northwest Arkansas. Each provided detailed budget information about more than 40 expenditure categories for fiscal year 2005 (e.g., labor, payments to local and non-local artists, operations, materials, facilities, and asset acquisition) as well as their total attendance figures. The following tables demonstrate the direct and total impacts of this spending.

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$10,062,069       | \$29,276,410                                                    | \$17,346,252    |
| Full-Time Equivalent Jobs | 171                | 418                                                             | 244             |
| Resident Household Income | \$3,603,000        | \$10,121,000                                                    | \$6,049,000     |
| Local Government Revenue  | \$32,000           | \$261,000                                                       | \$179,000       |
| State Government Revenue  | \$177,000          | \$368,000                                                       | \$200,000       |

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$10,062,069       | \$29,276,410                                                    | \$17,346,252    |
| Full-Time Equivalent Jobs | 348                | 914                                                             | 675             |
| Resident Household Income | \$6,730,000        | \$19,933,000                                                    | \$13,310,000    |
| Local Government Revenue  | \$138,000          | \$1,178,000                                                     | \$719,000       |
| State Government Revenue  | \$522,000          | \$1,161,000                                                     | \$770,000       |

# ECONOMIC IMPACT OF SPENDING BY NONPROFIT ARTS AND CULTURE AUDIENCES IN NORTHWEST ARKANSAS

The nonprofit arts and culture, unlike most industries, leverage a significant amount of event-related spending by its audiences. For example, when patrons attend an arts event, they may pay to park their car in garage, purchase dinner at a restaurant, eat dessert after the show, and pay a babysitter upon their return home. This spending generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores.

To measure the impact of nonprofit arts and culture audiences in Northwest Arkansas, data were collected from 823 event attendees during 2006. Researchers used an audience-intercept methodology, a standard technique in which patrons complete a written survey about their event-related spending while attending the event. The 17 nonprofit arts and culture organizations that responded to the detailed organizational survey reported that the aggregate attendance to their events was 252,518. These attendees spent a total of \$6.15 million, excluding the cost of event admission. The following tables demonstrate the direct and total impacts of this spending.

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$6,148,305        | \$31,924,927                                                    | \$24,772,704    |
| Full-Time Equivalent Jobs | 124                | 523                                                             | 500             |
| Resident Household Income | \$1,793,000        | \$6,657,000                                                     | \$7,382,000     |
| Local Government Revenue  | \$125,000          | \$673,000                                                       | \$516,000       |
| State Government Revenue  | \$357,000          | \$1,089,000                                                     | \$1,282,000     |

|                           | Northwest Arkansas | Median of<br>Similar Study Regions<br>Pop. = 250,000 to 499,999 | National Median |
|---------------------------|--------------------|-----------------------------------------------------------------|-----------------|
| Total Expenditures        | \$6,148,305        | \$31,924,927                                                    | \$24,772,704    |
| Full-Time Equivalent Jobs | 170                | 698                                                             | . 711           |
| Resident Household Income | \$3,061,000        | \$10,184,000                                                    | \$13,059,000    |
| Local Government Revenue  | \$204,000          | \$1,358,000                                                     | \$1,390,000     |
| State Government Revenue  | \$601,000          | \$1,669,000                                                     | \$2,176,000     |

### VISITORS SPEND MORE

In addition to spending data, the 823 audience survey respondents were asked to provide the ZIP code of their primary residence, enabling researchers to determine which attendees were local (i.e., reside within Northwest Arkansas) and which were non-local (reside outside Northwest Arkansas). In Northwest Arkansas, 83 percent of the 252,518 nonprofit arts attendees were local; 17 percent were non-local.

Non-local arts and culture event attendees spent an average of 167 percent more than local attendees per person (\$50.92 vs. \$19.04). As would be expected from a traveler, higher spending was typically found in the categories of lodging, meals, and transportation. These data demonstrate that when a community attracts cultural tourists, it harnesses significant economic rewards.

|                                    | Residents   | Non-Residents | All<br>Northwest Arkansas<br>Event Attendees |
|------------------------------------|-------------|---------------|----------------------------------------------|
| Total Event Attendance             | 210,474     | 42,044        | 252,518                                      |
| Percent of Attendees               | 83 percent  | 17 percent    | 100 percent                                  |
| Average Dollars Spent Per Attendee | \$19.04     | \$50.92       | \$24.34                                      |
| Total Event-Related Spending       | \$4,007,425 | \$2 140 880   | \$6 148 305                                  |

|                                    | Residents | Non-Residents | All<br>Northwest Arkansas<br>Event Attendees |
|------------------------------------|-----------|---------------|----------------------------------------------|
| Refreshments/Snacks During Event   | \$3.35    | \$7.43        | \$4.03                                       |
| Meals Before/After Event           | \$5.82    | \$12.09       | \$6.86                                       |
| Souvenirs and Gifts                | \$3.30    | \$8.77        | \$4.21                                       |
| Clothing and Accessories           | \$1.88    | \$2.91        | \$2.05                                       |
| Ground Transportation              | \$0.85    | \$4.67        | \$1.49                                       |
| Event-Related Child Care           | \$0.51    | \$0.00        | \$0.42                                       |
| Overnight Lodging (one night only) | \$3.14    | \$14.98       | \$5.11                                       |
| Other                              | \$0.19    | \$0.07        | \$0.17                                       |
| Total Per Person Spending          | \$19.04   | \$50.92       | \$24.34                                      |

### Conclusion

The nonprofit arts and culture are a \$16.21 million industry in Northwest Arkansas—one that supports 518 full-time equivalent jobs and generates \$1.47 million in local and state government revenue. Nonprofit arts and culture organizations, which spend \$10.06 million annually, leverage a remarkable \$6.15 million in additional spending by arts and culture audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses in Northwest Arkansas. By demonstrating that investing in the arts and culture yields economic benefits, *Arts & Economic Prosperity III* lays to rest a common misconception: that communities support the arts and culture at the expense of local economic development. In fact, they are investing in an industry that supports jobs, generates government revenue, and is a cornerstone of tourism. This report shows conclusively that **the arts mean business in Northwest Arkansas!** 

"In my own philanthropy and business endeavors I have seen the critical role that the arts play in stimulating creativity and in developing vital communities. As this study indicates, the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country."

—Paul G. Allen
Philanthropist
Co-Founder, Microsoft

### Artist Ideas for AMP - 2012 and Beyond

| Adult Contemporary & Country Artists           | Venue(s) 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A Prairie Home Companion - Summer tour         | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Alison Krauss & Union Station                  | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Blake Shelton                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Bob Dylan / Leon Russell                       | Mann Center 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Bonnie Raitt                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Boz Scaggs                                     | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Brad Paisley                                   | TWC Pavilion, Raleigh 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Brantley Gilbert                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Carole King                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Chelsea Handler                                | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Chicago                                        | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Creedence Clearwater Revisitied                | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Diana Krall                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Daryl Hall & John Oates                        | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| DMS: George Duke, Marcus Miller, David Sanborn | Keswick Thehatre 2011 / Humphrey's 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Dolly Parton                                   | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Don Henley                                     | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Doobie Brothers                                | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Dr. John / Little Feat                         | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Earth Wind & Fire                              | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Elvis Costello & The Imposters                 | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Emmylou Harris and her Red Dirt Boys           | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Eric Church                                    | 11. W.C. 1. Auf 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Gary Allan                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Huey Lewis & The News                          | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| INXS / Berlin                                  | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| James Taylor                                   | 11011 1140 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Janet Jackson                                  | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Jeff Bridges & The Abiders                     | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Joni Mitchell                                  | With Willery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|                                                | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Journey w/ Foreigner & Night Ranger            | The state of the s |
| k.d. lang                                      | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Kenny Loggins<br>Ke\$ha                        | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|                                                | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Lucinda Williams / Amos Lee                    | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Lynyrd Skynyrd                                 | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Melissa Etheridge                              | Mtn Winery, Saratoga CA 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Michael McDonald / Boz Scaggs                  | Wolf Trap 2011 / Mtn Winery                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Miranda Lambett                                | 0 1:1 1:0:2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Peter Gabriel                                  | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Ray LaMontagne & The Pariah Dogs               | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Selena Gomez                                   | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Steely Dan                                     | Starlight, KC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Steve Martin & the Steep Canyon Rangers        | Humprey's Concerts by the Bay 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Steve Miller Band                              | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Stevie Nicks                                   | Red Rocks Amphitheater 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Sugarland                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| The Beach Boys                                 | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| The Black Crowes                               | TWC Uptown Amph, Charlotte, NC 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| The Goo Goo Dolls / Michelle Branch            | Wolf Trap 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| The Monkees                                          | Wolf Trap 2011               |
|------------------------------------------------------|------------------------------|
| Toby Keith                                           |                              |
| Yes & STYX                                           | Starlight, KC 2011           |
| ZZ Top                                               | Mtn Winery, Saratoga CA 2011 |
| College / Indie / Electronic Artists                 |                              |
| Arcade Fire                                          |                              |
| Avett Brothers                                       |                              |
| Deadmau5                                             | Red Rocks Amphitheater 2011  |
| Death Cab for Cutie                                  | Red Rocks Amphitheater 2011  |
| Flaming Lips                                         | Red Rocks Amphitheater 2011  |
| Fleet Foxes                                          | Raleigh Amph, NC             |
| Further                                              | Mann Center 2011             |
| Girl Talk                                            |                              |
| Guster / Jack's Mannequin                            | Wolf Trap 2011               |
| Kings of Leon                                        |                              |
| Maroon 5 & Train w/ Matt Nathanson                   | Starlight, KC 2011           |
| Mumford & Son                                        | Raleigh Amph, NC             |
| My Morning Jacket                                    | Red Rocks / Mann Center 2011 |
| Owl City                                             |                              |
| Ratatat                                              |                              |
| The Pixies                                           |                              |
| Widespread Panic                                     | Raleigh Amph, NC             |
| Wilco                                                | Raleigh Amph, NC             |
| Yonder Mountain String Band / Infamous Stringdusters | Red Rocks Amphitheater 2011  |